

VARIETY

PRICE
15¢

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 cents. Entered as second-class matter December 22, 1935, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1934, BY VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 115 No. 1

NEW YORK, TUESDAY, JUNE 19, 1934

80 PAGES

HITLERIZED SHOW BIZ

BEDSIDE STUFF BY FAKERY STOOGES

Hollywood, June 18.
Chap with that bedside manner is the newest type of stooge to be used by the promoters of a fake Hollywood acting school.

Oily talker calls on people in hospitals and tells relatives that it's a shame that the patient is ill as he or she is such a good prospect for pictures.

Before the stooge leaves he exacts a promise that when the patient gets well he or she will call to see him so that the prospect can get started on the road to a film career.

Beer on Tap With Toronto Symphony; Tooters in Profits

Toronto, June 18.
Sale of beer is planned at a new series of open-air symphony concerts, which gets under way at the University of Toronto stadium June 26. Project is unique in that it is sponsored by the Musicians' Protective Association and is strictly a musicians' undertaking, with players working on a share-plan basis. Stadium seats 7,000 and plan is to tariff music-lovers at 25-50 cents. Weekly concert series will run throughout summer months.

Reginald Stewart has been selected by the musicians as conductor. Stewart is popular with the hi-hat music-lovers and also has a radio following. Back from London, he looks with favor on the prospect of informal concerts of the British type, with smoking permitted, fresh air assured, liquid and solid refreshments available, and tariffs kept low. Orchestra will number 100, and several guest-artists are scheduled.

By 'Phone

Probably the first instance of a rehearsal by remote control occurred last week in a series of long distance telephone calls between New York and Detroit, with Lew Leslie on one end and Martha Ray on the other.

Miss Ray had been set in the new Vincent Lopez band act, produced by Leslie, which was booked to open Friday (15) at Loew's Valencia, Jamaica. An engagement kept her at the Penthouse Cafe, Detroit, until Thursday.

The girl sang and Leslie directed her over the phone and when Miss Ray arrived in New York she was ready to open.

Just a Wife

London, June 18.
Hollywood star and his wife were recently in a party with the Prince of Wales. Actor suggested adjourning to a night club, but the Prince said he doubted whether they would be able to get in.
'Oh, it'll be all right,' said the wife, 'my husband can get in anywhere.'

AFM FROWNS ON FREE B'DCASTS

According to an authentic source within the union itself, N. Y. Local 802 of the American Federation of Musicians will shortly take steps to stifle free broadcasts in front of audiences by prohibiting its members from appearing at these shows.

Reason for this step is that the free radio shows are keeping the public away from theatres, and thereby hurting the employment of musicians. A notable instance of this, according to union officials, is the decline of vaudeville and the subsequent unemployment of musicians, which could have been avoided in part were it not for the radio variety shows which the public can witness without charge.

Agitation against the free broadcasts has been virulent for some time among theatre owners and managers in New York City, where the National Broadcasting Company operates four studios in which such shows are given, and Columbia Broadcasting System two. Recently an investigation into the free shows, and the number of people they play to, was begun in Washington by the Federal Radio Commission.

Insult to Injury

St. John, N. D., June 18.
Since being counted out in a street combat with a teamster, Stanley Paxton, a warbler attached to station CHS, has been deluged with annoying requests by telephone and mail. These involve invitations to sing such melodies as, 'Now I Lay Me Down to Sleep,' etc.

In all misses it is claimed the request is from the slugging teamster.

DESPERATION ACT

Oklahoma City, June 1.
Billie Mae, sister of Bonnie Parker, and Artie Morrow, sister of Clyde Barrow, notorious outlaw killed with the Parker woman, began a series of appearances at the Texas theatre, Wichita Falls, Tex.

The young women answer a series of questions from the stage, the general theme of which tends to prove that crime always leads to prison or death.

NOT MUCH LEFT OF IT IN REICH

Nazis Are Spending in Frenzy, Not Knowing What Tomorrow's Value of the Mark Will Be—Amusement Industry is a Shell of Its Former Self

'JEWS ONLY' THEATRE

By Wolfe Kaufman

(Of Variety's New York staff who returned from Berlin last week).

The last German Jew is out of the film business in Berlin. The Nazi regime has made a clean sweep and, by slow stages, has turned the entire stage and screen over to departmental functionaries of Hitlerdom.

There is not a strong star left in German films as one result. Last was Hans Albers, biggest male draw in Germany for many years. He was an important cog in the still tottering Ufa machine, but broke his contract several weeks ago and walked out because his wife is a Jewess.

There is still Kaethe von Nagy, an Hungarian. Much excitement is engendered by the thought that Dorothea Wiecke is coming back from Hollywood, and there is some speculation on Lillian Harvey's return. Miss Harvey is part English and considered not too favorable to the Nazi regime, so that top honors seem to be a cinch for Miss Wiecke.

Willy Fritsch's popularity has fallen of late, but is figured due for a build-up again, especially with the dropping out of Albers.

The new regime has failed to de-

(Continued on page 45)

Take Your Pick

Monticello, N. Y., June 18.
The Monticello Employment Agency of this city, which is the 'life of the party' capitol of the U. S., displays the following sign on its calboard:
'Reasonably supplied: cooks, dish washers, social directors.'

MUSTN'T RUSH PARIS CRITICS

Paris, June 18.
Paris newspapers never have been in a hurry to run criticisms of legit performances the morning after opening nights. A day or two later always has been time enough.

But recently some papers started asking their critics to do their pieces immediately after the show. The Association of Musical and Dramatic Critics, at its last meeting, formally said that this is going too far. It asked its executive committee to get busy and 'abolish' criticisms written immediately after first performances, a practice which is not only incompatible with the dignity of a critic and a profound study of the work presented, but also contrary to the interests of authors, actors, theatre managers and even readers.

MAKING BOOK, ODDS UP TO 1,000-1 ON A.&A.

Minneapolis, June 18.
A bookmaker's spot here is giving bets on the Amos and Andy program. The odds are two to one against Amos speaking first; even that Andy speaks first; five to one against the Kingfish; ten to one against Lightning; and 1,000 to one against Madame Queen speaking at all in 1934.

There have been quite a few takers.

ROCKEFELLERS ANGELING A LEGIT SHOW

Max Gordon's deal for the RKO Center in Radio City is under a partnership arrangement with RKO and the Rockefeller. Smaller Radio City house in the fall will probably house 'Waltzes from Vienna' as the initial show.

Proposed agreement calls for a three-way split between Gordon, RKO and the Rockefeller on operation of the theatre, and a corresponding share in profits from shows produced by Gordon. Covers a period of one year. Rockefeller b.r. is said to be elastic for Gordon's use up to \$250,000.

Gordon expects to have 'Waltzes' ready for the Center some time in September.

House for some time, has been playing second run pictures, changing twice weekly, and losing an average of \$5,000 upward right along.

Negotiations are still on for the theatre by other legit interests, with Metro interested. Gilbert Miller, E. Ray Goetz and Bob Ritchie are after the house for 'The Spell' from the Hungarian, musicalized by Guy Bolton and Cole Porter. Jeanette MacDonald is mentioned for the lead.

London, June 11.
Marie Burke has been signed for her original role of the Countess in 'Waltzes from Vienna,' which Hasard Short will stage in New York in the fall for Max Gordon.

This musical had a healthy run at the Alhambra last year. Short staged it here for Sir Oswald Stoll.

Pix for the Prez

President Roosevelt will have a chance to review some of flimdom's new product on his summer cruise. Enough pre-Released pictures to occupy most of his idle moments are now being rounded up by the Hays Office from its company members.

Warners Rush Topical Prod. on 'Maggie Cline'

By today (Tuesday) Warner Bros. will have in its hands at the home office an original story by Lou Goldberg (Lewis Graham) and Ed Olmstead, entitled 'Maggie Cline.' It's a hastily-written scenario around the life of late famous actress whose 'Throw Him Down, McCloud' was her greatest claim to fame. Same authors are also conferring with the late actress' widower to do her biography.

Here It Is Summer, but Where Is the Mob? Broadway Puzzled

Expectation was that the summer of 1934 would be booming for business along Broadway, but indications are still not clear that this will prove correct. Wrong figuring that the horde of visitors drawn by the naval armada in the Hudson would prove a boom resulted in downward revision. Crowds did come, but they went aboard the boats, with theatres getting little benefit, although there was an upward turn in attendance last week. Fleet sailed Sunday (17).

Real influx is still to come, if it

does come. With the dollar worth less abroad than it ever before in modern times, economists feel that the annual trend to Europe will decline, if not be reversed. In the face of such reasoning comes the startling figure that 15,000 Americans boarded boats for Europe within a limited period recently.

Countering that, however, is the report that bookings to America are heavier than in any summer on record. There have been several excursions from Europe but not enough to be of material benefit to

(Continued on page 47)

ON-THE-SPOT TELEPHONE INTERVIEW IS ONLY WORTHY SURVEY TECHNIQUE-DAMM

Manager of WTMJ, Milwaukee, Tells NAB Other Types of Fact-Finding Are Open to Doubt—Helping the Time-Buyer

Walter J. Damm, manager of Station WTMJ, Milwaukee, believes that the only dependable and useful survey of radio circulation, or listening habits, is the type based on at-the-moment questioning. This technique consists in putting to test two direct, simple questions to which straightforward, unequivocal and instantaneous responses can be made. Questions asked either by telephone or by personal call (not by mail) are:

(1) Is your radio turned on right now?

(2) To what station is it tuned? If serious doubts weaken the value of any other system of gathering information in Damm's opinion, which he expounded recently for the commercial committee of the National Association of Broadcasters.

Damm's idea is that the radio industry is suffering from too many surveys and research studies rather than too few. Too many people are attempting to do the work along too many lines, with the result that many of the studies are of little value to prospective buyers of radio time. This is no reflection on the integrity of any of the stations or research organizations that have published their findings. Ignorance and erroneous deductions are no doubt to blame rather than downright dishonesty.

Field strength measurements are tabbed by the Milwaukee broadcaster as simply technical confirmation of power and of little help to advertising agencies and sponsors. Similarly, the other convention guide to circulation, fan mail, is pretty well discredited by now. Finally, there is the listeners' opinion or memory test as a means of compiling authentic data. While this throws light on circulation, it is open, in Damm's opinion, to many errors and to the vagaries of the human mind when functioning retrospectively.

Don't Jibe

WTMJ conducted two surveys simultaneously. One by the memory technique (postcard) and one by telephone calls. On the question of listening habits between 7 and 9 in the morning, the survey based on conditions as existing at the moment showed only 10% of the radios in operation, while the other technique developed a ratio of 38% listening during the same hours. Other discrepancies were developed that tended to establish the conservative value of the at-the-moment over the remembering quiz so far as trustworthy facts are concerned.

Circulation claims for a station when based upon an extensive community survey, the telephone two-question method, and the respect of executives in advertising agencies and among sponsors, Damm believes, while, reversely, these same men tend increasingly to challenge or pool-pool more involved surveys.

Polly of trying to suppress unfavorable statistics is pressed by the WTMJ boss. It boomerangs. Element of showmanship, or program popularity, as a consideration in radio circulation is recognized. Analysis of the WTMJ surveys tended to prove that the programs especially built to please Milwaukeeans and based on the station's showmanly knowledge of the town and its inhabitants tended to overshadow all other programs.

Damm admits that 13% of all persons quizzed did not know the name of the station they were listening to.

WTBO Wants Tilt

Baltimore, June 18. WTBO, Cumberland, Md.'s sole station, has petitioned the Federal Radio Commish to tilt its power from present 100 watts to 250.

Station has interested Maryland's senior senator, Millard E. Tydings, in the matter, and the congressman is personally going before the commission to ask approval of the application.

GIRLS TAKE VACATION

60 Program Shifts When Arion Trio Scrams

San Francisco, June 18. With the femme instrumental Arion Trio leaving on a seven weeks' South Seas cruise, program management of NBC has put through some 60 program shifts per week as a result. Gals, Joyce Bartholomew, Frances Weiner and Margaret Avery have been on the network since 1924.

Their vacash is bringing about the revival of several programs, and the rehiring of Earl of Plaines—Grace Franklin and Gertrude Lyne. Reborn shows are Ted Maxwell's sketch, 'Life of the Reillys'; Gypsy's interview of NBC performers and Louis Ford's violin recitals.

Meanwhile, Russian Troubadours, recently acquired Soviet ork and singers, is being dropped, effective June 23.

12 STATIONS SUED BY NRA

Washington, June 18. Turning heat on radio code violators, Deputy Administrator William P. Farnsworth Friday (15) cited dozen small local stations to the NRA compliance board for punitive action.

Step followed persistent refusal of handful of stations to comply with clauses requiring filing of rate cards with Code Authority. Although codists agreed in some cases holdouts were justified by competitive conditions in refusing to rate, no exceptions could be made, and consequently sent all names to the NRA for legal action.

Compliance board will investigate each case, and if it feels punishment is called for, will ask Justice Department through Federal district attorneys and regional compliance officials to seek injunctions against stations to force them to respect code provisions.

Six more non-commercial stations were exempted from broadcast code provisions Friday (15) by Division of Radio Service. They are WDAH, El Paso; WCAL, Northfield, Minn.; WOS, Jefferson City, Mo.; WNAD, Okla.; KFCC, Boone, Ia.; and WCAC, Storrs, Conn.

Strouse Relays Quips

On N. Y. Races Via Air

Hollywood, June 18.

Irving S. Strouse, now on the Coast, is conducting the publicity campaign for the I. J. Fox All-Girl air races to be staged in New York June 26, by sending a nightly short wave message to his eastern offices, from where it is being circulated among the New York dailies.

Messages are sent out over an amateur broadcast plant located in the Hollywood Hills. Believed this is first instance of relaying publicity by short wave.

WOWO-WWVA Still Hitched

Elk Wayne, June 18.

Federal radio commission has renewed license of WOWO with wave length, power and time unchanged. The station will continue to operate simultaneously with WWVA, Wheeling, W. Va., in daylight hours and to share time with that station at night. Scheduled hearing on application for full time was canceled when the commission was notified that an amicable adjustment of difficulties had been reached.

Local station's attorneys in Washington are making another attempt to get a full time license, operating with a Portland, Ore., station, and that work on the new petition is now before the radio commission.

Nellie Relaxes

Nellie Revell is on vacation, going upstate for about six weeks. During that time her column, 'Air Line News,' will not appear but will resume early in August.

Miss Revell's bi-weekly broadcasts for NBC will also temporarily suspend, and will resume upon her return to the city.

WBBM SETS UP AS OWN MUSIC CONTRACTOR

All members of the studio orchestra of CBS-WBBM are on notice and will shift out of the studio during the first week in July. This includes the leader and contractor, Clarence Wheeler and Eddie Copeland. They will be replaced by Billy Mills as contractor for the studio, and in this manner WBBM becomes a contractor.

Reason behind the move is the desire of the station of more flexibility in its band setup. Under the Musicians Union ruling a contractor and orchestra must be hired or fired in toto. Not even one man from a band may be replaced unless the entire orchestra is given notice. Under the new setup, however, WBBM is contractor and as such has the right to shift individual members of the orchestra at will.

Baseball Boss Raps 'Too Good' Play-by-Play

Minneapolis, June 18.

Mike J. Kelly, president of the Minneapolis American Association baseball club, has complained to station WCCO that the baseball game radio broadcasts by Halsey Hall, Journal baseball writer, are 'too good.'

Because they're so good and so entertaining, he says, they're hurting attendance at the ball park. He has asked that Hall take some of the color out of his descriptions or that he be replaced by a less competent announcer, so that potential customers won't be content to sit at home or elsewhere in front of a receiving set.

Station officials, who have found the broadcasts a source of considerable rental and who want to be permitted to broadcast from the ball park again next season, are trying to placate Kelly by having the announcer urge listeners-in to come out to the baseball park and 'see the games first hand.'

52 Wks. in Lancaster

Lancaster, Pa., June 18.

Emmy and Ezra, B. & T. Pennsylvania Dutch skit was signed by WGAL, Lancaster, Pa., for Gunzenhauser Bakery for 52 weekly quarter-hour programs.

Unique feature is that the program carries no plugs and no advertising. All plugs are in twice daily spots, six days a week, signed as an additional contract.

Emmy and Ezra, handled by Grace Bowman and Cliff Thorbahn in an old local feature. Had a turn about a year ago on WCAU, Philadelphia.

'Trail of Mystery,' 6 min. thrills and gitters, with script by Barrie Miller, is also signed by WGAL, Lancaster, for 52 weekly splashes for Fields Clothing Company. Thrills come quick for 2 min. of program is plug.

Air Line News

By Nellie Revell

Both Hartford, Conn., stations are enlarging their plants. WDRC, the CBS outlet, was recently stepped up to 2,500 watts, syem only, has taken double the floor space and installed another studio. Also erecting a new transmitter at Bloomfield, Conn. Warren Munson, announcer at WGY, in Schenectady and Perry Brumfield at WCAC also added to staff. WTB, NBC member, recently advanced to full time on air, is increasing its plant and staff. Taught James Moore from CBS and is erecting a 400-seat studio for audience shows. Station is also going for production of programs—the executive opinion is 'sell a good show and they'll buy a lot of time.'

Town papers are Courant and Times, both very conservative. Studios get no space outside of daily listing. Funny angle is that Frank E. Gannett, owner of Times, controls three stations in other parts of country, despite which he will not give Hartford plants a break in the press.

Vacation Notes

Adele Ronson to Loon Lake in Adirondacks for the summer. Roger's author, E. R. Johnstone, to California on 28th. Tony Wons to his Wisconsin cabin in August. Kate Smith resting at Banff, Canada. Sally Balcox will vacation at Malletts Bay in Vermont during July and August. Burns and Allen will tour Europe and make expenses playing a week at the Palladium in London. Freddie Warlock to Bermuda for two weeks. Albert Spaulding at Great Barrington, Mass. Ardis Ackerman of J. Walter Thompson publicity to visit the George Coreys of Thompson Chicago office. H. V. Kaltenborn to Russia. Alex Woolcott visits his island retreat in Vermont. Frank Singhiser is vacationing.

Stand By

Chesterfield show leaves air on July 14, but will return in fall... Harriet Lee is back with 'The Leaders' at WTIC... Centaur goes to half hour on CBS on Mondays at 8:30 starting Sept. 3... Peter Van Steeden ork renewed for 13 weeks... Jimmy Moher, WOR publicity, ill... Nelson Case is new announcer at NBC. Comes from KGO, NBC station in Frisco... Don Bestor renewed for 26 weeks on Jack Benny show; effective when Benny returns... Yacht Club Boys are set for Vallee show on June 28... Elizabeth Lennox troupes down from Westport, Conn., for her CBS show on Wednesdays... Tom Luckenbill to Asbury Park for the Phil Harris show... Wallington always J. Walt Thompson to handle the Phil Harris show... Colgate and Palmolive shows will go on a week to week basis. Both shows are sponsored by the same client but Young and Rubicam Agency handles Colgate and Benton & Bowles look after Palmolive.

Scrambled Notes

Carlo de Angelo and Blackman Agency declare there is no friction between them, that everything is Jake... Paul Keast renewed at CBS until December in 1935... Donald Opfinger, formerly studio manager of WOR, is now assistant to Louis Reid, the program director... Bertha Brainard and Hal Kemp of NBC both had birthdays on Sat. and the Peter de Roses party'd them at New Rochelle... NBC went on the air for \$150 for six ducks to the Carnera-Baer fracas... Tiny Ruffner bounced a loud-mouthed youngster at the Maxwell show on Thursday 'Summer Party' on June 22; show will be broadcast from Asbury Park during summer where Harris is playing at the West End Casino; new set-up calls for local announcer and Marley Sherrie to break in from New York with the commercial spiel... Joseph Bier replaced Don Opfinger as studio manager of WOR... Bier is one of radio's old timers and has been filling the early morning spots with his baritone... Tom Rockwell of Rockwell-O'Keefe returned from Europe... Harry Leary, manager of Boswell Sisters carried from train at Chicago suffering with appendicitis. Ice packs were applied and he spent the week in hospital getting out without an operation... NBC and Maxwell Coffey invited the audience and cast to remain in studio 8H and listen to the Carnera-Baer fight over the public address system... Phillip Morris show will be broadcast for the coast on July 3... Ralph Wonders, CBS artist bureau chief, to Hollywood for three weeks on business... Georgette Cohan, daughter of George M., auditioned show at NBC titled 'I'm a Yankee Doodle's Daughter'... Bill Thomas, night press agent at NBC, returned from his honeymoon yesterday—the frau is a home town gal. While away Ben Pratt handled the desk.

MJB SPENDING COIN; HIRES RUTH ETTING

San Francisco, June 18.

That MJB Coffee is stepping out as a money spender is indicated by the signing in Los Angeles this week of Ruth Etting to take top spot on the Monday night MJB half hour, with Gus Arnheim's band.

Same outfit auditioned Arthur Tracy, 'trest Sing' from up here before signing Miss Etting. Account is handled locally by Lord & Thomas agency.

JAN. SAVITT JOBLESS

WCAU Band Loses Summer Fill-In Job Recently Obtained

Philadelphia, June 18. Jan Savitt's WCAU house band, recently organized, will vacate for the summer June 29.

Unit, which studio is anxious to hold together until fall, was offered at scale price to Penn AC, swanky private club. Leon Levy threw in free network remote wire and guarantee of full chain revue spot one night a week if Penn AC would sign band for the summer. However, another ork crew was tendered the spot on Wednesday.

Romeo Cella reported that all pay checks of other orchestras would be held by the union, pending investigation. Situation here is that Cella must justify his victory over WCAU when he forced the studio to meet union scale and necessitated hiring of new band.

'Doodle Socker' Title on WCKY Despite 'Mustn't' Hint from NBC, WLW

Cincinnati, June 18.

Claiming 'Doodle Socker' as a name of his own origin, Sidney Ten Eyck is again using it on a new sustaining program for WCKY. Ten Eyck bowed in radio at that station as an announcer and later joined WLW in the same capacity, but branched out as a semi-comic. It was with the Crosley etherizer that he first made use of the Doodle Socker title and later carried it to NBC in N. Y. for a short period.

Recently Ten Eyck returned to WCKY and was spotted as m.c. on the Dixie Days weekly sustainer originating at WCKY and linking an NBC wave. Word reached WCKY from NBC that Ten Eyck was not to use the name 'Doodle Socker' on a chain program, there being some question about its ownership. WLW, also an NBC affiliate, is reported to be unopposed to use of the name.

The new Doodle Socker program at WCKY is a local broadcast on Monday nights from 9 to 9:30. Working in it with Ten Eyck are Dixie Dale, blues singer; Yoedling Twins, hillbilly; Richard Chann, baritone; the Collegiates, male trio; Dick Anthony, eccentric guitarist; Murdock Williams, piano, and Lola Bruce Smith and Lowell Baxter, double piano.

PHONE LINE FEES IRK AIR

Hollywoodesque Radio Publicity

Demand upon the network press departments by out of town newspapers for exclusively written stories has been on the heavy upbuild in recent weeks. Two notable examples in this category are the Detroit Free Press and the Philadelphia Sunday Record, with each developing a screen-radio supplement which they have hopes of eventually syndicating.

In requisitioning the special the outside New York sheets specify that it deal with mike personalities of current top standing and that material about them be new, colorful and, if possible, romantic. Hint here is that in fashioning the personality twists and backgrounds a leaf or two be borrowed from the film industry's way of doing things.

Increased demand for this line of fan pabulum has served to take up the summer slack around the web publicity offices that comes with vanishing commercials. Enough of these assignments pour in steadily enough to keep the typewriters in exercise.

Publishers Liberalize Radio News Policy; Allow 6:30 P.M. Release; Aimed to Meet Indie Competitish

Without any solicitation from the broadcasters, the Publishers' National Radio Committee last week advanced by almost five hours the release time for the Press-Radio Bureau's evening quota of news dispatches. Instead of waiting until 11:15 the outlets which takes the bureau's service may now air the day's reshaw of news at 6:30 p.m. local station time. Hour of broadcasting the previous night's news resume in the morning stands as originally designated by the FNRC, namely 9:30 a.m. local station time. Publishers' move came as a surprise to the bureau's clients. No pressure for a change in release time had developed from the latter quarter at any time since the networks entered into their newscasting past with the press. If there has been any pressure it has been inadvertently from the broadcasters who have elected to get their news from sources other than the Press-Radio Bureau. These broadcasters have not had to confine their newscasting to any specified hours.

This lack of restriction gave the insurgent element of broadcaster an advantage over competitive outlets in the same area which were allied with the bureau. By the time the latter released the PRE's stuff it was anywhere from four to eight hours old as far as the local listener was concerned. By moving the evening release time up to 6:30 the publishers figure that they will not only put the bureau's client on an approximately even keel with his non-PRE competitor but by virtue of this evening up cut effectively into the business operations of indie news associations catering exclusively to radio stations.

Publishers have recently made two other significant concessions to the Press-Radio Bureau's clients. Bureau is no longer limiting its individual bulletins to 30 words, nor are the broadcasters compelled to restrict their newscasting sessions to five minutes. It is predicted in the trade that the time isn't far off when the dispensation will be extended to a full 15 minutes.

Ask Program Listing
Another move by the publishers' committee last week that excited comment among the broadcasters was the request sent out by the bureau to radio edit local listings to list uniformly the two daily newscasting sessions of the local stations. This listing, as requested, is to read 'Press-Radio News.' Through these listing the publishers' committee expects to find out what stations are co-operating with it and which are getting their news from indie sources.

Committee has on several occasions recently expressed itself as dissatisfied with the way NBC, it alleges, has openly violated the agreement. Particularly singled out by the committee has been the nightly airings of the Richfield (OH) Reporter on the west coast under the NBC banner. Network's explanation for this one is that the

STATIONS SEEK A.T.&T. RELIEF

Pinch of Tolls Particularly Tough on Smaller Broadcasters—New Communications Commission Will Tackle Question of Lightening Cost Burden

NBC SILENT

Among the major problems that will face seven-man communications commission, when appointed as provided for in the enacted Dill-Rayburn Bill, is that of finding ways and means of adjusting the line charge burden of commercial broadcasting. Indie station operators have been particularly strident in voicing their demands in this direction and they look to Senator C. C. Dill, co-author of the communications act, to press for action against the American Telephone and Telegraph Co., when the commission gets going.

As the hookup situation now stands it is with negligible exceptions a monopoly for the A.T.&T. Broadcasting has contributed from \$500,000 to \$12,000,000 a year. Indie broadcasters, though responsible for a minor share of these accumulations, declare it is they who feel the pinch most. Fees charged them by the telephone company for lines to the transmitter and remote pickups, they say, are arbitrarily determined, bring a high percentage of profit to the service owners and cut deeply into the station's revenue.

Of the networks the one that has to some extent been articulate about the matter has been Columbia. That web has expressed itself as perfectly satisfied with the service it receives from the A.T.&T. and opined that the monopoly the latter entertains would be an ideal one if its scale of prices were properly regulated. NBC, because of inter-corporated affiliation, has been silent on the issue.

Broadcasters in various parts of the country have been trying to evade doing business with the A.T.&T. by making use of Western Union or Postal wires. In such instances the indie station operators have had to install their own repeater systems. Use of these repeater setups has been with the silent indulgence of the telephone combine, which through one of its subsidiaries, owns the repeater patents. As long as the resort to the telegraph companies' lines is confined to isolated cases the A.T.&T. is not expected to shut down on outside utilization of the repeater device. But should too many stations or regional networks, say the broadcasters, take to the W. U. and Postal lines the pressure from the T.T.&T. would be immediate and conclusive.

CHESTERFIELD DROPS CONCERT SINGERS

Chesterfield cigarettes (Liggett & Myers) retires its present three half-hour shows on CBS the week of July 9. This series with Rosa Ponselle, Greta Stueckgold and Nino Martini will have completed a run of 13 weeks.

Accounts' present plans call for a return to the web in October but with a different type of program.

CONWAY TEARLE SHELLS

Hollywood, June 18.
Conway Tearle will be the guest artist on the Shell Show tonight (Monday) over the NBC western network.

He'll appear in a tablo 'amille' with Mary Nash.

Canadian Musicians Back Montreal

Local's Fight for Recognition; Nation-Wide Strike Hits C.R.C.

Will Tells 'Em

During his broadcast for Gulf Oil on NBC last Sunday night (17) Will Rogers took time out to comment on what he thought of the listener's penchant for remembering the product identified with program. Rogers said he agreed with the results of a survey along that line that VARIETY recently conducted. Deduction made by the monologist from this inquiry was that the average listener could only tag a half of 1% of the programs he listened to when it came to naming the sponsors.

Following these remarks Rogers proceeded to conduct a course in sponsor identification, reeling off the names of radio's outstanding attractions and the commercials signing each one's check. Rogers also took the occasion to make note of what he thought of VARIETY's standing in the amusement field. VARIETY, he said, is read all over the world by show people and that 'it knows a lot more about radio and show business than those columnists think they do.'

VARIETY's canvass to which Rogers refers, was conducted in 15 representative cities to try to ascertain the percentage of radio listeners who know the sponsors of the programs to which they listen. The questionnaire listed 25 programs and left a blank space which was to be filled in with the sponsor's name.

CBS ENGINEERS IN COMPANY UNION

Meff R. Runyan, CBS treasurer, has organized the web's engineers into a company union. Association of Columbia Broadcasting Technicians is the tag given the group. Harry Spears of WABC was named president; John Palmquist, WCCO, Minneapolis, v.p., and Harry Ferro, WISN, Washington, D. sec-treas.

Organization's national committee consists of Spears, Ferry and G. Godfrey, WPG, Atlantic City. NBC has a similar company outfit, the National Broadcasting Association of Technical Employees.

G.M. 100% Silent

Auto division of General Motors Corp. will be totally without representation on the networks after July 1. Chevrolet program with Victor Young winds up on this date a 13-week run over NEC. Last July and August G. M. supported a Buick session on NBC and had in Pontiac a Columbia delegate.

Seagram Auditions

Chicago, June 18.
Local NBC auditioning for Seagram's whiskey company. It's a series of sea stories, which is figured a cinch angle for tie-in with that 'bottle of rum.' Carroll Dean Murphy agency on the account.

Musician's Union throughout Canada pulled a q. t. coast-to-coast strike Saturday (16) and withdrew their services from all Canadian Radio Commission stations and those which were fed commission programs. Those which were not cancelled in entirety were considerably deleted.

So secretive were the union's preparations that operating staffs of C.R.C. stations knew nothing of the impending strike until the midnight walkout. This, involving over 5,000 musicians, followed the general order of Walter Murdoch, president of the Toronto Musicians' Protective Association and chairman of the Musicians' Committee in Canada. In Toronto some 1,500 musicians are affected, this including members of militia bands. Murdoch stated today that the 'withdrawal of services' was the result of a dispute in Montreal between the musicians' local there and the C.R.C. stations in that city. The Montreal local went on strike when stations refused to meet demands for a 30% increase in wages, and when the commission refused recognition of the union, which is affiliated with the American Federation of Musicians. Sequel is the Dominion-wide rally to the support of the Montreal local resulting in the national boycott of the commission.

It was also pointed out by Murdoch that the C.R.C. stations in Montreal refused to pay the fees set by the musicians' association and refused to pay anything for remote control broadcasting. Murdoch was also advised here by C.R.C. spokesmen that they proposed to operate open shop and to employ non-union or union musicians as they pleased. Unanimous decision of musicians' locals throughout Canada to support Montreal followed.

Sympathetic

Toronto walkout affecting 1,500 musicians is not the result of any dispute between the C.R.C. stations here and the musicians over fees. In Toronto the commission has always paid the fees set by the Musicians' Radio Committee. The demand in Toronto, however, does include recognition of the international union as well as the endorsement of the claims of the Montreal local. Until the dispute is settled members of the union throughout Canada will refuse to play anywhere if the music is to be broadcast over C.R.C. networks or over a local C.R.C. outlet. This, of course, affects orchestras and soloists in hotel and night spots, as well as symphony and band concerts.

Howard Dietz Serial Auditioned for Air

Original musical comedy serial by Howard Dietz, Metro publicity head, and Arthur Schwartz, song writer, is slated for auditioning by the Blackman agency next Monday (25). Authors are figuring on an hour's weekly frame and a run of 40 weeks.

New Oregon Chain

Portland, June 18.
Formation of a new broadcasting chain to comprise six of the smaller stations in Oregon and Washington is under way. Tentatively called the Cascade group its setup is expected to be announced shortly.

CARNERA-BAER Fight With Graham MacNamee 55 Mins. COMMERCIAL NBC Network

It's nice to catch a heavyweight championship fight by radio. And easy and inexpensive, too. Only the expenditure of energy required is in the twisting of a dial. While the cost of a few scraps of electric current isn't so great. For these reasons, perhaps, the fight between Carnera and Baer, who were thoughtless for those who do their fight fanning by remote control to squawk, considering those less fortunate who have to battle their way over to Long Island City in the subway and then pay \$25 or more to get in.

Yet those thoughtless, lazy, miserly layers-at-home heard, raceless. Getting something for practically nothing, but still they squawk. And what do they squawk about? Always the same old story. Always squawk about Graham MacNamee's announcing. And why do they squawk about Graham MacNamee's announcing? Have they got a personal grudge against the fellow? Or is it just that they don't like his announcing?

In the first round of the Baer-Carnera fight, Baer pounded very excitedly that "Oh, Carnera landed three left jabs in Carnera's face!" Well, the newspapers had predicted that in the Baer-Carnera fight, anything might happen. So Carnera jabbing himself in the face, having no other face to jab at the moment, sounded fairly plausible.

After on Graham screamed, Baer landed a terrific left hook to Baer's mid-section! Now that sounded possible also, although it did cause a bit of doubt in the Graham's. Enough doubt to prompt many people to look at the newspapers and run downtown to see the fight pictures next morning, just to see if Baer really did land a terrific left hook into his very own mid-section. Of course, it wasn't mentioned in the newspapers nor shown in the fight pictures. So the squawked about Graham's announcing.

That's the height of ingratitude. Here is a fight announcer with a vivid imagination, who goes beyond merely telling what he sees, but tells what didn't happen, to make it more exciting for the non-cash customers. It requires a delicate sense of action, the sort of announcing that Imagine Max Baer and Primo Carnera standing alone in opposite corners trying to knock themselves out. Baer looks to the mid-section and left jabs to the knee, respectively. That would be exciting. Graham gives them a rare opportunity to imagine it, and still they squawk!

What they squawk about mostly is that Graham's errors are of omission, not commission. He misses out the fight action, and the mid-section the 10th and 11th rounds at Long Island City Thursday night they had to guess what was going on, for Graham was better informed. He was excellent, but reticent. Yet even that shouldn't be so important, considering the word picture Graham gave 'em earlier in the fight of Baer and Carnera going themselves a looking.

Goodrich tire company paid \$25,000 for the privilege of having its name mentioned with the fight broadcast, which went out over both NBC New York stations (WEAF-WJZ) and practically the entire network all over the land. Goodrich paid \$25,000 and the tire company paid nothing, yet all the squawking emanates from the latter. As far as coverage and the deft insertion of commercial mention are concerned, Goodrich probably got its money's worth. As did the listeners, who paid nothing and then squawked.

But they always squawk about Graham MacNamee's sports broadcast, including MacNamee's performance two days later on that varsity boat race, when he announced Navy as a winner. Only to be officially straightened out that Navy came in third.

Just don't pay any attention to those free listeners, the ingrates!

THE TATTLER And His Four Little Goasps With George Bowles, Paul Henning and Those McCarty Girls, Frankie Lavel and Dot. 15 M. Sustaining KMBC, Kansas City

A novelty on a local program is this quarter hour of interesting information and advice news about well known names both local and national, which has not reached the ears; and some of it never will. The Tattler uses ten minutes of the time divided into two parts and tells his stuff in a rapid flow of words, with hardly a pause between subjects. He has the low-down on the news of the day, and tells the talk up with many references to those purely local not hesitating to take sly digs at the police and city officials or to his piece for the drivers and watch out for the safety of the nation. The authenticity of his patter is convincing. Gossip is interspersed with clever volubility by the soft-voiced host, and a hummingbird girls trio, who also get in the opening and closing numbers.

CASTORIA'S MUSICAL FESTIVAL With Albert Spalding, Conductor Thibault; Don Voorhees, conducting Violin, Songs, Orchestra 30 Mins. COMMERCIAL WABC, New York

Fletcher's Castoria has moved this weekly affair up to a later Wednesday evening hour, but left the cast stand intact. For the mood that this frame originally set out to project any revisions in the latter regard would have done anything but good. In the production that has been woven around Albert Spalding, Conrad Thibault and the Don Voorhees symphonic ensemble the latter has a smothery contrived sample of entertainment of its type, while the merchandising interpolations continue to stack up as slick contributions. "Ask that the producer here at the program was to take the advertising off the barn and bring it into the drawing room, and the job done in this direction has been highly creditable."

With the mothers of babes and youngsters in their minor teens the program is a musical program. A fashion music fare that blends the home and the sentimental with the more popular excerpts from the classics. For his solos Spalding confines himself to the latter phase of the program's repertoire, while Thibault falls the assignment of giving vocal interpretation to the American songs, with Ethelbert Nevin's "Little Boy Blue" making an apt case in point. Frequently weaving in as a background to Thibault's theme is a neatly balanced male quartet.

Plug mixes straight announcements with occasional bits of novelty. Some of the dialog conceals a few nifty models of the kind.

LUCIENNE BOYER and HENRY HALL ORCHESTRA International Broadcast 15 Mins. Sustaining WJZ, New York

There is considerable interest in Lucienne Boyer at the moment, since she's coming to America in the fall. For several years rated France's most colorful warbler, she recently won world attention by a photograph record of "Parles Moi d'Amour." She's currently appearing at the Monseigneur Restaurant in London.

Harold Franklin and Arch Selwyn, who are bringing Miss Boyer over, are reported not knowing what to do with her. She's coming here. This broadcast should have provided with an answer. She has an attractive radio voice that is outside the regular pale and ought to be a real asset to the program. A throaty sort of voice, with a sob quality that is not duplicated by any of the American warblers, nearest to it being Fannie Brice at her throatiest.

Henry Hall's orchestra, which backed Miss Boyer, played four numbers. Was difficult to tell much about the orchestra's musical caliber, what with other interference and other handicaps of short wave broadcasting. Of the four numbers "Wagon Wheel" was handled with the most interesting arrangement. The latter was a new item. "At the Level Crossing," which may be interesting for bandmen in the U. S. because of its novelty quality.

NORSE BAND Musical entertainment are concerned 30 Mins. Sustaining KALE, Portland

Baer's new is a recent feature added to KALE and is bringing fine response from listeners throughout the Pacific Northwest. The band, a group of young people from Kelso, Wash., General Lee is a group of Portland, drive to the studio each Monday evening to broadcast for a half hour period.

Type of music of the Old World and early America, such as the schottisches, waltzes, polkas and hambos and quite an audience has been built up. The band is truly something different in radio entertainment and has an appeal for all, but more especially the Norwegian-American and Danish people, who form a large part of the Pacific Northwest population.

CHICAGO PANORAMA Dramatic Sustaining WIND, GARY

Written and produced by Hank Richards and Dave Nowinson, strikes at a metropolitan sweep and flavor. General Lee is a group of fast-moving sketches depicting intimate glimpses of city life as current events. A small but competent cast, and only needs more rehearsal to capture that certain smoothness.

Production opened with a commencement address of the regulation high school order, and then followed with bits of humor, burlesque, semi-tragedy and satire. "Headlines" revealed the news of the day, and the program, with the cast getting its biggest workout in this sequence. Appeal directed to Chicago area.

WALTER HUSTON With Robert Middlemass, Ruth Easton, Reginald Carrington "The Valiant" COMMERCIAL WEAF, New York

This is a repeat on the Fleischmann program for Walter Huston. For his second guesting Huston chose "The Valiant," a sketch by Robert Middlemass, who has been frequent usage on stage, screen and air. Remarkable how long the playlet has endured, and that Huston should select it at this late date. Still it served well enough to give Huston and the others a chance for some stock company theatrics.

Huston's voice, of course, is splendid. Other assistant competent. Chances are the sketch pleased the general public.

HEADLINE HIGHLIGHTS With Irma Lehmkne, Gene O'Hare 15 Mins. Sustaining WGY, Schenectady

Streamline news stories of the week are dramatized in "March of Time" style, on this program, which is an interlude of wags, well produced and well acted. Irma Lehmkne, who has enjoyed some stage experience, directs acts in the program.

Her co-worker is Gene O'Hare, also the possessor of footlight training. The pair, who until recently did "Mr. & Mrs. Sketch" on a commercial, turn in a fine job here. O'Hare's efforts in the latter season of laboring making this a taut, fast-moving news event.

"Newspaper" cries of "Extra, Extra," heard in the background, emphasize the fact that "Headline Highlights" is an interlude of wags, well produced and well acted. Irma Lehmkne, who has enjoyed some stage experience, directs acts in the program.

Her co-worker is Gene O'Hare, also the possessor of footlight training. The pair, who until recently did "Mr. & Mrs. Sketch" on a commercial, turn in a fine job here. O'Hare's efforts in the latter season of laboring making this a taut, fast-moving news event.

"Newspaper" cries of "Extra, Extra," heard in the background, emphasize the fact that "Headline Highlights" is an interlude of wags, well produced and well acted. Irma Lehmkne, who has enjoyed some stage experience, directs acts in the program.

AVIONETTES Ensemble 15 Mins. Sustaining WGAL, Lancaster

Virginia Davis, out in vaude a few years back with RKO doing an accordion single, is the pressure point in the Avionettes' act. 15-minute sustaining feature of WGAL, Lancaster.

Group, composed of three girls, playing accordion, piano and xylophone, are doing a very nice piece of light rippling music. The use of instruments adds a tone of color to their musical interpretations which smacks of the unique.

They offer everything from opera to the latest populars in their light rippling music. The use of instruments adds a tone of color to their musical interpretations which smacks of the unique. They offer everything from opera to the latest populars in their light rippling music. The use of instruments adds a tone of color to their musical interpretations which smacks of the unique.

Barrie Miller announces the program.

CAL TINNEY'S SHINDY With Tex Fletcher, Roger Bowser 15 Mins. Sustaining WOR, Newark

Cal Tinney and Will Rogers still have one thing in common. They both are in Oklahoma. Tinney continues to work hard at making himself a carbon copy of the jaw-wagging wit, but so far Tinney's efforts in the latter season of laboring making this a taut, fast-moving news event.

On WOR Monday and Friday nights he does his routine of comment on the day's news, with Roger Bowser helping out now and then on the feeding. Between Tinney's tries at wit, Tex Fletcher hits the piano with a group of "A Lonely Cowboy" and "Around the Mountain" genre.

Tinney's main topic of joshing here is his "Matrimonial Club on the Air." And he and cow count on it might have tickled them. In the metropolitan area the most it will likely do is raise a yawn. Ode.

NON-SP! DRAMAS With Edmund Lowe, Helen Mack, Jimmy Fiddler 30 Mins. COMMERCIAL WJZ, New York

Coincidental with the present attention focused on the United States Navy, the Non-Spi program Wednesday (13) offered a playlet by Mildred Cream entitled "Mary Born." It fitted the medium of radio very nicely and had the additional showmanly advantage of being topical. Beyond that, the production both as a whole and in tempo in direction was first rate.

Edmund Lowe and Helen Mack are legit-trained, so they know their emotional tricks.

A lot of the spirit of the service was captured and both sides of the personal equation nicely stated. As a theme it was unusual for radio and most Americans would stay tuned in out of curiosity. Which is by way of stating the thing has suspense.

Non-Spi is quite discreet and delicate in the wording of the commercial plugs for the deodorant. While the nature of the product isn't exactly table salt, the advertiser uses some common sense and avoids the glaring bad taste so often heard on patent medicine programs.

Jimmy Fiddler, Hollywood chatter writer, carries out the film copy idea. That the stars use Non-Spi is the thought the sponsor likes to engrave on the audience's consciousness the ladies. There is a booklet that's free for the asking when the request is written upon a carton top.

CRAZY WATER CRYSTALLIZERS With Jack Long Orchestra, Stiles Family, Marshall Foke, Hal Collins 15 Mins. COMMERCIAL WGY, Schenectady

Crazy Water Company has added another to its long list of sponsored programs with this five-minute weekly spot. It is broadcast over NBS's network from the lobby of corporation's hotel in Mineral Wells, Texas, as a triple plug for hotel and town, Crazy Water, and the Crazy Water Crystalizers.

Program has some of the small-town atmospheric appeal which is characteristic of Crazy Water broadcasts, but also aims to magnet the attention of big-town listeners through the medium of pop vocals and current dance tunes. Jack Long's orchestra makes an occasional long-time number with the modern stuff, producing a rather smooth blend.

Stiles Family of four have an innuendo at the type of music (including hill-billy). The boys team in harmony duets, warbled in youthful voices, and join with the girls for a rather regular and stiffly femine singer of pops and an ensemble also sing. The various groups handle their assignments rather capably.

Numbers are short, the sponsor aiming to cover a lot of territory, musically and otherwise, in a 15-minute period. The program, which speaks with a Southern drawl and a folksy manner, announces the program, interviews patients brought before the mike to give testimonials, and handles the advertising. Hal H. Collins, president of the company, delivers a spiel. Plenty of plugging—this some-times light, but not too heavy. Names and home towns. Station announcer cuts in near the end of program to call off district stores.

SAVE A LIFE CLUB Bob and Dolly, Cecil Teague 15 Mins. Sustaining KOIN, Portland

KOIN Save a Life Club is rapidly becoming one of the leading juvenile broadcasts on the Pacific Coast. Headed by Bob and Dolly, favorites in the Northwest, the membership of young listeners is over 5,000. The Station has made a tie-up with the Portland Police department and the Parent-Teachers Associations. Rules and regulations have been included in the charter and each member receives an attractive membership certificate and bronze button. The Save a Life Club stages a theatre party once a week, in which only club members are allowed to attend. Safety rules are stressed by the officers in the club.

YOUR MOTHER AND MINE Joseph Sampietro Orchestra 30 Mins. Sustaining KOIN, Portland

"Your Mother and Mine" was selected for a series of programs to be released through KOIN to the Columbia Don Lee Network beginning June 3. Choral work unusually good, with instrumental backing good. Orchestral spots appropriate. Very bright and cheerful. Father A. M. Mayer, rector of the Sanctuary of Our Sorrowful Mother, to the point and effective. Broadcast was a success. The Grotto of the Sanctuary of Our Sorrowful Mother, a perfect out broadcasting studio.

SEELYE and FIELDS Song-Stories COMMERCIAL WEAF, New York

In October, 1931, Vammy predicted that the radio for Blossom Seelye and Benny Fields. Variety's betting average as a prophet was not precisely improved by subsequent developments. The duo has had spotty and intermittent success on radio, but has not attracted regular sponsorship on a network basis.

But what was written three years ago about the waste of time and money on the Seelye and Fields, who still offer radio still holds. They still merit and deserve the kind of attention the sponsors have given them. They still have something which is pretty unique and individualistic. And if radio doesn't need new ideas and new types of programs then the radio public is immune from the ravages of monotony.

Blossom Seelye and Benny Fields have a combination singing-crooning act. They enact little dramas in music, weave strains of different songs into a continuity, create suspense, achieve climaxes, and then they sing. They are not imitated by crooning, humming and harmonics. It's something. And that it is something was strongly confirmed when on the last (12) week appearance with the Rudy Valley hour.

'DOT and JERRY' Stephanie Diamond and Tom Wilmot 15 Mins. COMMERCIAL WCME, Pittsburgh

Two-people sketch, sponsored by Haller Baking Co., that has definite possibilities. Human, down-to-earth and altogether natural, it's an everyday strip that features a boy who's a clerk in a brokerage office and a gal with stage ambitions who sings sodas at a drug-store.

There's no effort to inject comedy for comedy's sake but laughs are little laughs that flow naturally from type of conversation and from two such individuals. First installment merely introduced characters in offhand way, ending on a note of suspense and indicating program to be a regular feature.

Principals, Stephanie Diamond and Tom Wilmot, of station's regular dramatic staff, fit into the script and play it perfectly. The author couple of New York kids transplanted from the sticks. Gal is a pretty, likable youngster with a good deal of perfectly natural boyish, retiring and ambitious. Nothing strained about either voice and whole thing is a relaxing, pleasant, easy quarter hour. In addition, Wilmot, the author of the script and it represents a thorough, workmanlike job.

Program goes on every Wednesday, 10:30 and should eventually graduate beyond weekly stage.

HENRI GORDON'S ORCHESTRA Dance Music Sustaining WJZ, Schenectady

Unit, playing on the Paradise Ship at Troy, pours into the mike a sweet brand of music. It has been dishing up this standard menu on several 30-minute, late-evening programs. With the aid of 15-minute supper-hour broadcast, for several weeks.

Gordon's music is easy on the ears, probably is itching to the feet of torporificans toward the floating night boat. The strings, especially a violin, sound sweet, and the piano sparkles; in fact, all the instruments are in a fine combination may not boast quite as large as versatile a personnel as one or two others which recently have broadcast from the Paradise Ship, but it turns out a good brand of music nonetheless.

Dorothy Fox, a rather pleasing-voiced soprano, and a tenor, presumably drawn from the orchestra's ranks, handle the vocals. Jaco.

DID YOU KNOW THAT... Danny Dee Talk 15 Mins. Sustaining WOR, Newark

Aware of the fact that the warm spell is no time to belabor the listeners with things of a heavy or erudite nature, Danny Dee has stepped into the schedule twice weekly. Danny Dee, an obvious none de mike, to help give it that light touch that the fact that it is plenty light. His routine floats around in so many directions that it's no easy matter to bring the act under classification.

The little "Did you know" fact retelling is a minor part of the turn. This consists of a miscellany of mostly useless and uninteresting info. Dee also recites poetry, reads a conspiracy and for the piece de resistance of his turn he resorts to the old dodge of disillusioning the listeners of the tricks of the trade. With the aid of a technician Dee runs through the most frequently used sound effects and tips off the listeners on what the contraptions are really for and how they're worked. It's not so that the fans no longer have to come to the studio to have the me-

(Continued on Page 72)

KIDS LIKE ADULT SHOWS BEST

Space Buyers and Circulation

Circulation, the credo and the mania for advertising agencies, has a habit of seeming a pretty dull boy when put to work in the radio department.

As a matter of fact the smarter advertising agencies already are wise to radio circulation and those big charts, with masses of figures, purporting to prove something. Elsewhere the booking of spot air programs is simply added to the regular duties of the publication space-buyer who, without further ado, proceeds to have his secretary file all the available radio statistics and sworn statements.

But the missing element in radio broadcasting, whether considered from the utility (network) or the advertising media viewpoint, or a combination of both viewpoints, is showmanship.

Fifteen minutes on station XYZ does not necessarily sell goods. Its the program occupying that 15 minutes. But more than that, and a lot more, is what precedes the 15 minutes—what the station habitually offers the listening public.

Station showmanship, local popularity, local listening habits as ascertained by investigation but seldom from official charts, is the key to smart time buying by advertising agencies. And already the boys are tending more and more to travel around the country and find out for themselves and to stop talking in terms of imaginary circulation.

Field strength tests, number of sets owned in a given area, the kilowatts, the number of broadcast hours, the financial or industrial conditions of the community all may be important auxiliary facts. But program and entertainment average is what counts.

Seems pretty short-sighted for some advertising agencies to fancy that effective handling of spot broadcasting campaigns is such a casual and perfunctory chore that any publication space buyer can simply add it to his usual duties.

KMBC Names Dr. Wilbur Cramer as Its Own Tugwell on Medical Copy

Kansas City, June 18.

Even though the Tugwell-Copeland measure failed to receive passage during the recent session of Congress, KMBC has anticipated the purpose of the bill by appointing a medico to censor and edit all drug, food and cosmetic advertising copy handled by the station. Filling this assignment is Dr. Wilbur R. Cramer, who is an authority on public health in the midwest. It's the first arrangement of its kind in radio.

If a piece of copy isn't satisfactory, Dr. Cramer, instead of cancelling it outright, undertakes to rewrite it so that it conforms to present day scientific standards. In line with his function with KMBC Dr. Cramer maintains an extensive library consisting of the latest and approved textbooks on medicine, food and cosmetics as well as recently issued authoritative brochures on these subjects. File is kept up to date by actual tests conducted by a local laboratory or in co-operation with national medical and scientific authorities.

Dr. Cramer also conducts a daily 'Health Chat' for the KMBC lis-

GET OFF THE AIR!

FRC Thumbs Down WOQ, Kansas City

Kansas City, June 18.

After fifteen years on the air WOQ, the radio station of the Unity School of Christianity, this city, ceased broadcasting the 14th, by order of the Federal radio commission.

WOQ has been sharing the 1,300-kilocycle frequently with KFH, Wichita, Kansas, the latter station having five-fifths of the time. The Wichita station had applied to the radio commission for full time, which had been granted, but litigation and court appeals had stayed the order.

Unity School of Christianity has controlled the station since 1924. It originally was licensed in 1922 and for three years before that was an experimental station, owned privately.

The Radio Commission ruled Kansas City was over-supplied with broadcasting service.

John Gillin's Travels

Omaha, June 18.

John Gillin, Jr., manager of radio station WGV, tripped to New York Saturday (18) to attend National Association Broadcasters Commercial section meeting with American Federation of Advertisers June 17-21. He went also as a delegate of the Omaha Advertising club. From the meetings at Miami, Pennsylvania Gillin travels to Miami, Fla., to attend national convention of Junior Chamber of Commerce, June 20-23. He attends this in his capacity as president of the Omaha Junior Chamber, office to which he was recently elected after serving year as chairman of board. Following this meeting Gillin returns to New York and then to Chicago on contact bus for radio station, and gets back at his desk early in July.

Trip is annual trade and convention route he takes each summer, and in lieu of a vacation. Harry Burke of the announcing staff will be at Gillin's desk at his absence.

WIND Boosts Power

Chicago, June 18.

WIND, Ralph Atkins station, in Gary, has been granted an increase in power. Hlops to 2,500 watts for the day-light ride.

O.K. MELODRAMA, HOKE COMEDY

Youngsters 8-13 Years Surveyed in Jersey Area—Lukewarm to Stuff Built for Them

NO CLASS

Judging from a survey conducted recently by an advertising agency among 2,372 children in Newark and Englewood, New Jersey, the juve listeners don't care for the program framed for their especial appeal as much as they do for adult shows. Inquiry also developed the information that the youngsters prefer that their air entertainment be chock full of blood and thunder, and if the routine be comedy, they would rather it be of the lowdown slapstick variety. Conclusion drawn from the data collected that a kid show, as such, doesn't get from the young element consistent listening attention.

Covered by the questionnaire were youngsters living in areas in which all programs emanating from the New York keys of NEC and Columbia are heard. Age range was from eight to 13 years. Results of the inquiry may only reflect the preferences as found in a metropolitan section, yet the principal findings might apply to the country as a whole.

Programs receiving first choice as to popularity from the kids quizzed ranked as follows:

- *1—Bobby Benson (H-Bar-O).....284
- 2—Joe Penner.....260
- *3—Buck Rogers.....240
- 4—Eno Crime Clues.....174
- 5—Just Plain Bill.....155
- 6—Myrt 'n' Marge.....136
- 7—Eddie Cantor.....129
- *8—Skippy.....122
- *9—Little Orphan Annie.....119
- 10—Amos 'n' Andy.....76
- *11—Jack Armstrong.....74
- 12—20,000 Years in Sing Sing.....36
- *13—Uncle Don (WOR).....35
- 14—Maverick Jim (WOR).....30
- 15—Witcher's Tale (WOR).....24
- 16—Death Valley Days.....23
- 17—Red Davis.....22
- 18—Bing Crosby.....22
- 19—Lone Ranger (WOR).....15
- 20—Bugs and Allen.....14
- 21—Father Coughlin (WOR).....12
- *22—Tom Mix (Ralston Purina).....9
- 23—Jack Pearl.....7
- 24—Baby Rose Marie.....6
- *26—Wizard of Oz (Jello).....6
- 27—First-Nighter.....4
- 28—Maxwell House Show.....4
- 29—Harcourt Hennessey (WOR).....3
- All Other programs.....324

* Programs designed primarily for children.

'Buy Only Radio-Advertised Goods' Promotional Slogan in Nebraska To Slap Back at Newspapers

Two Out

San Francisco, June 18. It's a tough break for Bert Horton of the cast of NBC's serial, 'One Man's Family', because Bernice Berwin, wife of Attorney Brooks Berlin and 'life' of Horton in the show, is expecting a domestic event, and is being written out of the cast by Carlton E. Morse.

Although Horton is only Miss Berwin's 'play' husband, he's being written out of the cast too.

KFAB is starting a radio promotional gag for its three units (KFAB, Lincoln and Omaha; KFOP, Lincoln, and KOIL, Omaha), which will in turn be made the policy of the Missouri Valley Broadcasters' Association in competition to bitter newspaper feeling. The Missouri Valley section has generally given the ice to anything that might be termed radio co-operation or publicity, printing only the unfortunate legal entanglements and slam material in the columns.

The KFAB plan, fathered by Dee Dirks, is to make the listener conscious of his responsibility to the advertiser for the entertainment, and to insure that entertainment must buy the advertiser's product. At present KFAB has a series of announcements throughout the day which read: 'Buy radio advertised goods.' 'When you buy, say you heard it on the radio.' 'Support the radio advertiser with your purchases,' and 'Buy only radio-advertised merchandise.' A series of speeches has also been arranged to acquaint the listener with the superiority of U. S. broadcasting as compared with foreign and the cheapness of the movement.

If the Missouri Valley goes for this plan it'll be experimentally tried on about 15 stations. And, if successful, Dirks hopes the plan will be supported and absorbed into the NAB system.

STATION CAN'T CENSOR TALKS —JUDGE

Tampa, Fla., June 18.

Station WFLA is barred from censoring or editing the campaign speeches of Morris Givens, candidate for state attorney, as the result of an injunction issued last week by Judge Alexander Akerman in the U. S. District Court. Injunction orders the station to permit Givens or any one designated by him to talk four nights prior to the primary election, June 26, without subjecting their speeches to bluepen-ciling.

Station had advised Givens that it would not allow him or his spokesmen over WFLA to make any remarks regarding political opponents.

Signed injunction included a finding to the effect that the censoring would bring irreparable injury to the plaintiff's political campaign and probably his loss of political office.

Buck Rogers' Layoff

B. B. Davis (baking powder) withdraws the 'Buck Rogers' serial from Columbia July 6. Program will resume for the same account in the fall.

Davis assumed the obligations for the adventure series after it had been dropped by Kellogg's cereal. Support from Davis amounted to 26 weeks.

LUD GLUSKIN DEBUT JUNE 25 ON EX-LAX

Lud Gluskin's orchestra replaces the vaude police of the Ex-Lax spot on CBS starting with this Monday's (25) broadcast.

It's the first commercial connection for Gluskin on this side since his return from Europe several months ago. Contract with the laxative carries him up until September.

Gluskin had been slated as one of the three combos that the Standard Oil combine figured to use in a three-hour show over NBC Saturday nights but the web's inability to furnish the requisitioned facilities after weeks of negotiation resulted in the whole project being called off.

Davis, an American, spent many years in Europe providing musical synchronization for foreign motion pictures, etc.

Petty Reported Set

Kansas City, June 18.

It is understood here that Herbert L. Petty, of this city, secretary of the Federal Radio Commission, is to be appointed by President Roosevelt to the same position with the new communications commission, which the President is expected to name before he leaves on his Hawaiian trip. The position pays \$7,500, an increase of \$1,000 a year over the present position.

Petty had charge of radio for the Democratic national committee during the last campaign and has held his present position since April, 1933. The new commission will also have control over telephone and telegraph lines.

Al Kellert's Job

Albany, June 18.

Harold E. Smith, gen. mgr. of WOKO, Albany, has appointed Al Kellert, account executive, as sales manager. He succeeds George DeWitt Robinson, who is going into business on the West Coast. Robinson formerly was with WMAQ, Chicago.

Old Maestro Beer Suit

New Haven, June 18.

Ben Bernie was almost brought on as a witness in connection with suit of Premier Pabst Corp., of Peoria, Ill., to restrain local Elm City Brewing Co. from using name 'Old Maestro' on its beer.

Plaintiff claimed prior use of title on its products dating from contracting with Bernie to advertise firm's wares in his broadcasts.

The 'Old Maestro' himself was saved the trip by submitting evidence that the title was all his and that the public referred to the products of plaintiff by this title.

OFFICE BOY MAKES GOOD

San Francisco, June 18.

NBC has handed a break to young Murdo MacKenzie, who has been an office boy in the daytime while studying engineering at a night school.

He has landed an appointment to the technical staff of the NBC studios on the RKO lot, Hollywood, where he started this week.

Raising Radio Salaries in France

But There Are Squawks—News Commentators \$2.75 to \$6.60 Per Broadcast

Paris, June 6.

Timid attempt on the part of those who are trying to improve broadcasting in this country to give better pay to entertainers, musicians, announcers, etc., has started grand equal that the taxpayer's money is being too lavishly spent.

Loudest squawk has gone up against salary of \$8,000 a year (and cheap dollars, at that) which is being paid to D. B. Ingelbrecht, for directing newly created National Radio orchestra. Ingelbrecht is supposed to give all his time building up a band, training it and putting it on the air. Old timers point out that Musical Director Gaubert of the Paris Opera gets only \$5,300.

Announcers who broadcast radio news in the state-owned stations here are on about the lowest wage scale imaginable. They write their

own news stories, which they read into the mike, and get anywhere from \$2.75 to \$6.60 a broadcast. And the fans wonder why the job is so badly done!

At Radio Paris, formerly a private station, the Government has held over the old higher rates that the commercial company paid, but this is not likely to last. Average between the two scales is likely to be struck. Advocates of better radio hold that a minimum of \$13 a broadcast should be paid in order to attract high-class Frenchmen.

Fees paid for radio sketches and for broadcast rights to stage plays just about cover the cost of making copies. Newly formed Union of Radio Authors is starting fight to change this, and expects to be able to stop all play broadcasting if something isn't done.

COMMERICALS

WEEK OF JUNE 18

Department lists sponsored programs both networks, listed alphabetically under the advertiser's name.

It time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ACME LEAD
13:30-W-F-WABO
Ed McConnell
Helen H. Ho
A. SPARK PLUG
10-S-W-EAF
"Cookies"
Ray Knight
Ed Green
Dick Campbell
"Camel"
A. S. P
10-S-W-EAF
Harry Horlick
Robert Simmons
Farris & Farris
ARMOUR
9:30-F-WJZ
Phil Baker
H. McNaughton
Mabel Albertson
Irene Bentley
Roy Shields, Ore
N. W. Ayer
T. RABBITT
30-S-W-EAF
Mary Small
Betty Blanche
Wm. Wiggins
"Peck"
BARBARO
11:15-M-WABO
Edwin C. Hill
"Erwin" Waxes
BAUER & BLACK
10-S-W-EAF
Cora Plaster
4:15-F-WJZ
Wendy Booth
Dorothy Day
"Needham, L. & B"
BISBOUL
8:30-W-WABO
Everett Marshall
Elizabeth Lennox
Chama & Arden
Victor Arden's Ore
"Blackcat"
BORDEN
10:30-S-WABO
45 Min. in Hillyard
Mark Warnock
11:45-W-WABO
June Ellison
"Young & Rubicam"
BRISTOL MYERS
9-W-WABO
Cot. Expatiation
(Ipana)
Fred Allen
T. H. Hoffa
Jack Smart
Lionel Stander
Elmer Douglas
Irwin Dillmore
Mervin Floss
Irene Troubadours
Theodore Webb
Lennie Harris
Benton & Bowles
CALSDORT CO
4:15-F-WJZ
"Brimming Rover"
"Thompson"
CAMPANA
10-F-W-EAF
T. H. Nigher
June Meredith
Don Ameche
Carlton Brickett
Cliff Souther
B. Sagerquist Ore
"Aubrey Moore"
CARNATION MILK
10-M-W-EAF
Gene Arnold
Lambert Lady
W. M. L. Eastman
Jean Paul King
"Erwin" Waxes
CENTAUR
10:30-W-WABO
Albert Spalding
Conrad Thibault
Don Voorhees
"Young & Rubicam"
CHERRYAM
(Carnation)
10-W-WABO
Marlene Lash
Strine Quartet
"Gumbler"
CITIES SERVICE
8-S-W-EAF
Oleg Albani
"Erwin" Waxes
"Lord & Thomas"
CLIMAXINE
10-F-W-EAF
Hold Stoker
Jackie Heller
Gale Page
King's Jesters
W. S. Hill
CUTER
(Odeon)
8-F-WJZ
Phil Harris
Leah Ray
"W. J. Walk Thompson"
COLGATE-PALM
(Colgate Dentifrice)
10:30-M-WABO
Cliff's House Party
Joy Cook
"Donald Davis"
Frances Langford
Don Voorhees
"Young & Rubicam"
10-TU-WEAF
(Palmito Cove)
W. A. Backler, Dir.
"Dinner Service"
James Mason
John Barclay
Nat Shillert
"Clinton B."
10:15-11-W-EAF
(Super Soda)
Clara L. & Em
Louise Sticker
Isabelle Carothers
Helen King
Benton B.

DIVORCES IMPEND

Musl Aaronson Set Adrift By Spouses

Husings and the Irving Aaronsons (Commanders leader) are divorcing. Both husbands have made property settlements privately, prior to the divorce proceedings.

Mrs. Ted (Bubs) Husings is suing her CBS radio announcer-husband somewhere in the west. Husings doesn't know where or when, excepting that after 10 years she decided to assume custody of their nine-year-old daughter and go to Reno, Mexico, or possibly Los Angeles for her divorce.

Mrs. Christine Marston Aaronson started divorce proceedings in Cleveland against the band maestro who is currently filling an engagement at the Casino, Catalina Island, Cal. Miss Marston after returning from Paris an Cannes engagements as specialty dancer agreed with her husband that a matrimonial split was inevitable in view of existing conditions. Julius Kender is attorney for Aaronson.

Lanny at New Haven this week. In addition to attending his class reunion at Yale, singer appeared in commencement play "Two Gentlemen of Verona," and takes part in Yale Glee club's commencement concert.

PILLSBURY
10:30-Daily-WJZ
"Today's Children"
Irma Phillips
Walter Wicker
Eugene Johnson Ore
Irene Wickham
Lucy Gilman
Fred W. Ramon
Joan McGregor
"Butcher"
11-M-F-WABO
"Cooking Class Up"
"Hutchinson"
8-F-WABO
"Waita Time"
Abe Lyman Ore
"Mett-Fogarty"
Vivienne Segal
8:15-Daily ex. 5a-Sa-Su
"Shippy"
8:30-TU-WEAF
Abe Lyman Ore
Vivienne Segal
Oliver Smith
"Blackcat"

MOHAVE MILLS
10:30-TU-WEAF
Ore & Singers
"B. S. D. & O."
"Lake-Spire-C"
10-W-WJZ
Vincent Lopez
Eugene Johnson Ore
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

QUAKER OATS
8:30-F-W-EAF
Babe Ruth
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS: BAER-CARNERA FIGHT WNEW, New York

WNEW Pulls a Sneak
Station WNEW put in its own bid for listeners against the WEA-F. WJZ broadcast of the Max Baer-Carnera, championship fight sponsored from the ringside by Goodrich Tires. WNEW sold Adler shoes (local) on a blow-by-blow description to be broadcast from the windows of sixth-floor apartment on 35th Avenue overlooking the Long Island bowl. Bill Faren and Ted Webb alternating for WNEW covered the fatuities with powerful military binoculars.

Stunt held special problems for the station crew which, with the cooperation of the telephone company, had only a few hours to install equipment. At the last minute a man had to rush to Manhattan for missing equipment and no sooner had this anxiety been alleviated than the owner of the apartment decided that \$25 wasn't enough and demanded \$1,000 for the rent of the apartment for one week. Lengthy argument over the phone finally brought a WNEW executive on the run. Landlord settled 10 minutes before the broadcast for \$100. Max Weiner handled the details.

WNEW's idea is that despite the Graham McNamee-Ford Bond ring-side broadcast WNEW could get and hold a large, attentive audience among that element of the radio fans who are indifferent to and largely unaware of NBC.

Some question arises as to the ethics of the tactic. The act represents ingenuity, initiative, and showmanship is unquestioned. But the fine points of eavesdropping which are involved in the act are weighed and decided. In Birmingham, Alabama, recently Station WSGN, Steve Ciesler's 250-watt, tried eavesdropping on professional baseball games from a radio tower tree-top. Ball club went to court and obtained an injunction.

Goodrich Tires paid \$25,000 to the Madison Square Garden for the broadcast rights. WNEW was the only station to compete with the official program. Other local stations contended themselves with "reunions" and "reunions."

But the very controversy which WNEW's deed may arouse will bring publicity and attention to the station. Since the new broadcast unit, WNEW needs that very thing. Conservative stations would, of course, take no part of an eavesdropping broadcast but WNEW is basing its success on all opportunities. Aggressive showmanship doesn't indulge over-much in philosophical hair-splitting.

STEELE PROD.
8-F-WABO
"Waita Time"
Abe Lyman Ore
"Mett-Fogarty"
Vivienne Segal
8:15-Daily ex. 5a-Sa-Su
"Shippy"
8:30-TU-WEAF
Abe Lyman Ore
Vivienne Segal
Oliver Smith
"Blackcat"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

STUDEBAKER
10:30-TU-WEAF
Rita St. John
"Roche-W-C"
8:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"BALSTON"
8:30-W-EAF
Mme. Sylvia of Hollywood
"Gardner"
8:30-W-EAF
Chas. Previn Ore
Thelma Goodwin
"Erwin" Waxes
"RED STAR YEAST"
10:30-W-EAF
Edna Odell
Phil Portforded
Irma Glen
"Butcher" Minber Ore
"Fletcher & E"
"B. S. D. & O."
"Lake-Spire-C"
"PULPOIL"
8:30-W-EAF
Edna Peabody
De Marco Sisters
Joey Nash
"Butcher" Minber Ore
"Freitag"

for its entry, Milton Riker, former Columbia announcer, now in charge of the circus was all set to go. The big horns over the band stand carried the story of the big parade opening the show and the day was pulled out of the clouds.

Riker made his thanks substantial by aiding in WGAL's two hour broadcast, the first time so much of the show has ever been described from the big-top.

WMT's Fast Work
A dramatization of the killing of Walter Carroll, Chicago gangster, in Waterloo, Iowa, May 7, went on the air over WMT in Waterloo eight hours after Carroll was shot and three hours after he died in a local hospital.

Presentation, checked and approved by law enforcement officers in Waterloo, told the complete story of Carroll's life and death. In port turned in by a filing station attendant; the activities of Carroll and Jean DeLaney, who accompanied him while in Waterloo; the actual shooting; Carroll's statements while in the hospital, and the first authentic report of an interview with his girl companion.

WMT was the first media to give out the news of the shooting and put on police bulletins while the search for possible accomplices was carried on.

Free Theatre Passes
Waterbury, Vt. Free theatre passes were put to spur request numbers by Polly Jenkins, a local radio personality. The first ten song requests received each day were rewarded with a theatre pass. The theatre pass was a reward for the act of listening to the radio.

Stunt resulted in a flood of requests.

Horses and Beer
Seattle. Horse racing goes on the air in the Pacific Northwest for the first time this month, under the sponsorship of the Pacific Brewing Co. over KJR. The tie-up is a natural. It is a good departure from the usual musical program.

Races at Longacres track, its second season, will be broadcast six days a week, from 4 to 4:15 p.m. the time of the feature race. Century is buying the rights of these broadcasts a week during the 60 days of racing.

Another pony feature, "Radio Rides with the Horses," will be broadcast six times a week, will be handled over KJR, with Century using half of them also to plug the studs.

KJR Aids Cupid
Seattle. Couple here last week wanting to get married with musical trimmings conveyed their wish on the scheduled 10:30 p.m. broadcast of "The Powers," who in turn telephoned station KJR with a request for the wedding march.

That evening, with the radio dial on KJR, the station broadcast to the strains of the Bridal Chorus from "Lohengrin," "I Love You Truly," and Mendelssohn's "Wedding March," played by Harry Reed, staff organist.

WGAR's Talent Hunt
Cleveland. Station WGAR is inaugurating a "radio show" as a feature of the winners of a series of auditions. It has mapped out for the summer. Under the methods of picking up the talent, the station is buying the rights of these broadcasts a week during the 60 days of racing.

That evening, with the radio dial on KJR, the station broadcast to the strains of the Bridal Chorus from "Lohengrin," "I Love You Truly," and Mendelssohn's "Wedding March," played by Harry Reed, staff organist.

WGAR's Talent Hunt
Cleveland. Station WGAR is inaugurating a "radio show" as a feature of the winners of a series of auditions. It has mapped out for the summer. Under the methods of picking up the talent, the station is buying the rights of these broadcasts a week during the 60 days of racing.

That evening, with the radio dial on KJR, the station broadcast to the strains of the Bridal Chorus from "Lohengrin," "I Love You Truly," and Mendelssohn's "Wedding March," played by Harry Reed, staff organist.

WGAR's Talent Hunt
Cleveland. Station WGAR is inaugurating a "radio show" as a feature of the winners of a series of auditions. It has mapped out for the summer. Under the methods of picking up the talent, the station is buying the rights of these broadcasts a week during the 60 days of racing.

That evening, with the radio dial on KJR, the station broadcast to the strains of the Bridal Chorus from "Lohengrin," "I Love You Truly," and Mendelssohn's "Wedding March," played by Harry Reed, staff organist.

WGAR's Talent Hunt
Cleveland. Station WGAR is inaugurating a "radio show" as a feature of the winners of a series of auditions. It has mapped out for the summer. Under the methods of picking up the talent, the station is buying the rights of these broadcasts a week during the 60 days of racing.

That evening, with the radio dial on KJR, the station broadcast to the strains of the Bridal Chorus from "

REVAMPING PHILADELPHIA

Amateurs, Cluttering Up Coast Sets, Plenty Oke with Fed. Commish

Los Angeles, June 18. What is regarded by the owners of all-wave radio receiving sets on the Coast as drivel and nonsensical chatter is looked upon by Federal Radio execs as fine business on the part of the 4,600 or more amateur radio operators, licensed to work the air channels in the Eleventh district, comprising Southern California, a part of Arizona, and a small portion of Nevada.

Out of approximately 45,000 amateurs in the United States a good 10% are located in the Eleventh district. With few exceptions they stick religiously to their allotted wave band, and, according to James M. Chapple, radio inspector in charge here, little trouble is caused by this small army of telephone transmitters and key pounders.

Out of the national crop of amateurs the Army and Navy departments have organized potential armies of operators, who, as auxiliary members of U. S. Signal Corps, would be of inestimable benefit in case of war.

Own Language

Listeners-in on amateur short wave broadcasting, unfamiliar with the jargon of the 'hams,' are generally at a loss to understand what the chatter is all about. Particularly the 'Q-S' and the numerous other letter combinations starting with 'Q'; the 'tal'; about 'junk,' 'fine business,' 'dope,' 'Y-L,' as referring to 'femme chatters,' and '73,' which in the language of the amateur operator corresponds to regards.

But this is all regarded as constructive work by the Federal Radio Commission, without a license from which no amateur is permitted to operate. Before getting a federal license, the applicant must correctly answer 10 questions pertaining to radio, and he must be able to send and receive at least 10 words a minute of International code.

Radio commission keeps a strict supervision on the ethering of the 'hams,' with inspectors constantly on the 'listen-in' for any violations. Local headquarters is a sort of clearing house for the 'hams,' and through the medium of several national publications a fraternity or nationwide organization is maintained that is said to be particularly beneficial.

Ayer's Philly Audition

Philadelphia, June 18. Sylvan Levin, sub conductor of the recent Philly Orchestra Chamber series, auditioned at WCAU today for U. G. I. Diane, local warbler, also in program line-up.

Show is supposedly suggested for CBS network in early fall; N. W. Ayer, contacting account.

WCAU Exploits Local Artists

After Theatre Dates—Odd Situation of CBS Deluxer's Talent

Philadelphia, WCAU's first attempt to exploit artists occurs week of June 23, when station start takes over vaudeville of first-run Fox theatre. Unit called 'Made in Philly.'

Show, booked by H. Bart McHugh, station artist bureau head, includes Four Showmen, Canadian Trio, Carlile and London, Warwick Sisters with Helen Barrett, Pete Woolery, Larry Tate, Dorothy Hall, Barr Sisters, announcers Scott, West, Begley and Walton. All talent are Columbia sustainers.

Philly stations have been noticeably lacking in artist promotion,

Distillers, Ex-Broadcasters Sued for CKGW Rent

Toronto, June 18. Charging breaches of certain covenants in the leasing of studio space and broadcasting commitments, King Edward Hotel has filed a writ against Gooderham & Worts, distillers, claiming unstated damages for the closing of CKGW, owned by G & W, \$3,000 rental for business offices other than the studio space, and costs of the action.

CKGW was taken over by the Canadian Radio Commission more than a year ago when that federal body was appointed and christened CRTC as the government's Toronto outlet. Government shortly after moved from the hotel to the CKNC building, leased space and built in seven broadcasting studios. Distillers have had no program in Canada since the taking over of CKGW, company officials claim.

British Reforms for New Brunswick List Radio Transmitters

St. John, N. B., June 18. Government of Newfoundland is sponsoring a survey of radio broadcasting possibilities, and the establishment of a government operated station at or near the city of St. John. Arrangements have been completed for an experimental broadcast from St. John, under the auspices of the Canadian Radio Commission. The broadcast will be handled by Thomas Maher, of Ottawa, Ont., a member of the commission and who colony from Ottawa, by several of the commission's technicians.

Since taking over the control of Newfoundland, several months ago, the British government has been investigating the possibilities of radio broadcasting, and there is a likelihood that two stations will be started.

One report of the radio situation is that a linking will be made between the proposed Newfoundland stations and those of the CRC.

Nickson Nixed

San Francisco, June 18. George Nickson, tenor previously with KYA and KTAB, added to the staff of KFRC here, getting feature spots on the Blue Monday Jambores, Happy Go Lucky and other shows, with possibly solo niches coming up.

Same station has Eugene Hawes, character comic, back after a sojourn in Los Angeles.

with outlets claiming too much proximity with New York. Bugaboo has always been proven erroneous when talent was given fair chance to click. Unusual factor is that WCAU, piping more Columbia spots than any other of the network's affiliates, hasn't one artist who could draw in a local theatre as an individual. Station has always been town's top broadcaster, but carried as much chain commercial that little time was devoted to build talent for personal appearances.

Gradually station garnered a bad program rep locally. Yet, ironically, WCAU has sent plenty of names to New York headlights.

COMPETITIVE FOR FIRST TIME

Advent of KYW in Fall Agitates Quaker Town with Plenty of Rumors— Realignments Probable

MERGERS

Philadelphia, June 18. Philadelphia right now has more radio rumors than NBC has vice-presidents. Leading all the whispering in quinquity is whether the Levy Brothers, kingpins of WCAU, WIP and the Columbia network, have or have not acquired the operating control of Station KYW, the present Chicago Westinghouse outlet which moves into Philly November 1.

Levy's admit bidding for station and coveting it. But can they get it, and if they get it, what happens to the pretty phurs of awakening Philadelphia from the general sluggishness engendered by six years of complete subservience to the rank of WCAU as number one station.

Meanwhile the two present NBC affiliates, WLIT and WFI, are probable candidates for a merger to handle the blue NBC programs if, as officially carded, KYW bobs up as the NBC red champion. Albert M. Greenfield, prominent in Philadelphia reality, seems the keyholder to the WLIT-WFI situation through the receivership of Lit Brothers' department store, which controls in turn Station WLIT. Greenfield reportedly wishes to create a station powerful enough to compete commercially with WCAU.

A Novelty for Philly

Philadelphia has traditionally been a poor town from the radio performer's viewpoint. Only place a break could be had was WCAU. Accepted standard fee has been about \$7.50 a broadcast in Philadelphia. Musicians' Union seemingly has ample grounds for the allegations of under-scaling. Hence, although the talent is, of course, a minor consideration in the various realignments that seem in progress more or less under cover this element naturally enough roots for a condition of affairs in which a little competitive bidding might emerge out of the jungle of former hopelessness.

Some keen observers believe that Philadelphia radio will be hyped into a healthier state if real rivalry materializes. But meanwhile WCAU naturally may not be of that opinion.

There are odd pieces to the puzzle. WPEN goes to 500 watts and 920 kilocycles, a better strategic position than station has ever enjoyed, and meanwhile becoming a cog in the wheel, which George Storer is cooping. WRAX comes into the picture on an arrangement to handle all foreign language programs (important locally). Which still leaves the secondary Levy outlet, WIP, to be fitted into the new set-up that the next few months will work out.

Business and Fish

Boston, June 18. New England Network (NEC), at a meeting at Sebago Lake, Maine, voted to open a Chicago office July 1. Joe Weed, who for one year has managed the web's New York office, will also have charge of the Chicago branch.

Those attending the meeting were George Kelsey, WGSB, Portland; James Clancy, WTIC, Hartford; Joe Weed, John Boyle, WJAR, Providence; John Storey, WTAG, Worcester, and Charles Burton and Harold Fellows of WEEI, Boston. The fishing was terrible.

Goodrich Not Sponsoring Max Baer; Champ Peddled by Both Webs

Harold Smith Seeks Own Station in Rensselaer

Albany, June 18. Operation of a new radio station in Rensselaer, just across the Hudson River from Albany, is planned by Harold E. Smith, general manager of WOKO, Albany, an affiliate of CBS. An application for a permit has been received by the Federal Radio Commission.

New station project is a private enterprise of Smith and is not associated with WOKO. It is reported the new station would use the facilities of WGLC, Hudson Falls, also a CBS link. Smith formerly operated a station at Poughkeepsie and came to Albany four years ago when WOKO was opened here.

RAIN HURTS FAN MAIL AT WBT

Charlotte, N. C., June 18. W. A. Schudt, manager of WBT, has been watching the mail and has decided that listeners write fewer letters about programs and entertainers when it is rainy weather than when it is clear.

Discovery was a surprise, it being the popular conception that people are outdoors more when the sun is shining and are more assiduous radio listeners when the weather is bad.

Schudt cites the 10 days of rain in North Carolina, fixing a new wet weather record, when WBT fan mail dropped to 50% as compared to the period before and after the wet weather. When the rain stopped the mail went immediately back to normal, he said.

Patsy Darling at WDAS

Philadelphia, June 18. New WDAS' addition is Patsy Darling, former WCAU-CBS singer, who comes in to handle women's program activities. Gail replaces Phyllis Foster, who resigned last week.

Miss Darling will specialize in home economics shows, bringing in an ark crew and guest artists for audience draw.

Right Size Cheltenham in Spotlight Ads Agitates Actors, Adv. Agencies

Like the other branches of show business, radio is now subject to pressures from performers over billing demands. Bearing most of the controversial brunt on this topic are the ad agencies which in addition to supervising the publicity on the show do the copy writing for the spotlight ads on the program that appear in the newspapers. Relative position and typography given their names in these ads have become a common source of contention from 'mike' artists, say the agency men.

This vying for top billing in the spotlight ads has got to the point that performers before signaturing for a commercial program demand that the contract include a clause clarifying the subject. So far there have been few sponsors that have consented to this written stipulation. Usual retort by the commercial is that regardless as to how the

With Columbia and NBC bidding to continue the 'Taxi' serial while each looked around for a sponsor, Max Baer's career in radio was in an unsettled state up to late yesterday afternoon (Monday). Goodrich Tire surprised NBC and the advertising trade in general by advising all concerned Friday (15) morning that it had no intention of taking up the seven-week option it had on the champ's services. Tire maker's decision brought the serial to an abrupt halt the same night, completing the first half of the deal, which gave Baer \$5,500 a week for six weeks.

Reason Goodrich gave for its dropping of the Baer alliance was that the expense involved wasn't warranted by the potential sales of the product. As it was, explained the rubber concern, it was away overboard on radio expenditures, what with the daily baseball resumes it was bankrolling on WEAF, New York; WGB, Boston; WTAM, Cleveland; WMAL, Washington; KDKA, Pittsburgh; WJR, Detroit; WENR, Chicago, and KMOX, St. Louis. Also that with the Baer serial it would be merely covering the same listener attention garnered by its baseball programs, which are under all summer obligation. Baer's contract with Goodrich called for a boost to \$7,500 a week in the event the seven-weeks' option was taken up.

Bid made Baer for his services as a sustaining attraction by Columbia was the highest it has ever offered for anyone on a non-commercial basis.

WGAL, Mason-Dixon Key, On Air 13 Hours Daily

Lancaster, Pa., June 18. Station WGAL, of Lancaster, key-station of the Mason-Dixon Radio Group, is being heard on a new frequency of 1,500 kilocycles.

Change from the station's previous place on the dial at 1,310 kilocycles took place when WGAL began using the channel vacated by WFFN of Philadelphia.

Moving out of a more or less congested band, the change was made chiefly to give WGAL unlimited time on the air. A staff of 20 people keep programs moving thirteen hours out of every twenty-four.

Transfer to the new frequency required the addition of approximately \$5,000 worth of additional equipment in the WGAL transmitter.

One of the major agencies last week was forced to have reset three sets of stereotyped plates because of an argument over billing. Program had only three episodes to go, but the complaining actor insisted that the remaining series of spotlight ads be so revised that his name would be at the head of the list. His ultimatum was that either the agency change the ad copy or he would walk.

Agency exec upon whom the actor made his demands remarked during the course of the verbal exchange: 'I suppose you'd like to have your name over that of the client?'

'It wouldn't be a bad idea, at that,' was the actor's rejoinder.

Radio Chatter

Cuba

Alma Mater radio station burned completely.

CMC looks as if it will never again hit the air on account of the telephone strike.

Although there is no censorship of the air here, here is an example of how things are treated. Somebody in CMC said something over the mike which somebody else didn't like. Next day six armed men walked into the studio and black-jacked everyone there, including the musicians.

Luis Casas, Jr., has won the medal for hard luck. He was chief engineer at station CMC of the Cuban telephone and had to go on strike, now in its fourth month, to pass the time he came on the air with his shortwave CQC, which was getting plenty of mail from all over South America and Spain, then one night his station burned on account of a short circuit. Next day he borrowed the car of a friend to do some errands and some one took it away and wrecked it, so he had to pay for it, and now manager of station CMC charges him with theft of a portable amplifier which somebody else took on account of the strike. But, anyway, he is again working on a new shortwave, which he expects to have ready soon.

New York

NBC's interpretation of the Princeton track meet was deplorable, particularly the description of the quarter-mile romp. It helped make it a clinic for Husing, and CBS, who invariably does a swell job on the foot races.

Jim Healey, alreaser for an Albany paper over WGY, composed and recited on the air a poem about the new wrist watch worn by Announcer Chet Vedder. Healey said he understood the ticker was a gift, but from whom he could not learn—and Vedder remained silent on this point, in signing off the program.

Clyde Morse, WHAM program director, resigns June 22 to devote his time to concerts and teaching.

Birdsall Holly, WHAM field engineer, plays his own grandfather in a radio drama sponsored by Rochester Gas & Electric Corpora-

tion. The elder Holly in 1877 discovered possibility of transporting steam heat to remote points.

WHAM and WHEC combined facilities to observe the passing of Rochester's first hundred years as a city.

Frank Kelly, WHAM publicity manager, is doing sound track comment for Hearst Rochester newscast.

'Woman's Radio Review,' m.c'd over the NBC red web by Mrs. Claudine McDonald, is now on a four instead of a five-afternoons weekly basis. Crowded off the Friday schedule by Standard Brands' hour-long 'Marie's Matinee.'

Baby Marie and her mother, Mrs. Mary Politzko of Brooklyn, have been visiting friends in Albany.

Miss Miricle Esmond was special soloist with Herb Gordon's orch at the General Motors in the Albany armory.

Hygiene are back in their usual place with a song program on WESG, Elmira. The singers are Raymond A. Perry, Edward L. Monroe and William W. Osborne. Their piano accompanied is Howard H. Clute.

Bee Scott, pioneer WESG entertainer, is continuing her popular piano programs.

Louis DeBernardis has been appointed announcer for Italian Echoes, a new musical program on WISX, Utica. Featured are Lucy Carlino, dramatic soprano, and the Spina eight-piece orch.

Harold E. Smith, gen. mgr., of WOKO, Albany, won't stand for any dead air in between broadcasts.

Therefore he imported from Paris, a Celeste, whose bell-like tones tinkle at each break. The Celeste resembles a small reed organ.

Elizabeth Bacon is entering her ninth consecutive month with her piano solo broadcasts over WESG, Elmira.

Alexander Alexe, accompanist for singers over the NBC web, off on another jaunt. Early in the spring, he played the piano on a concert trip through the South.

Jap Gude found the World's Fair edifying.

Irving (Chanp) Ashkenazy is authoring the continuities for the Odoron show.

NBC is negotiating over a comedy show to slip into the spot Joe Penner makes vacant July 1.

Charles O'Connor, NBC announcer, had a birthday recently.

In honor of the occasion, J. Alden Elkins, the Boston bass-baritone, for whose red network program O'Connor is usually at the mike, sang a group of Charley's favorite numbers.

NBC Press now operating with a skeleton staff Saturday.

Vivienne Segal has received an additional 13 weeks from Phillips Dental Magnesia.

Doug Coulter (N. W. Ayer) is trekking up to New Hampshire this week to look around for a vacationing spot.

It's 13 more weeks for everybody, effective July 6, on Maxwell House Show Boat.

VARIETY failed to credit Charles Wakeman's 45 minutes of ad lib announcing for WMCA's fire-reporting stunt.

Mrs. Leopold Spitalny, homestick for Chicago, will spend a month there.

Indiana

Percy Robbins new head of WOWO Artists Bureau.

Dorothy Gordon new contralto over WIND, replacing Helen Black who was picked a short time ago by Jan Garber for vocal assistance.

WIND's new mystery teaser is Trene of the Ivories. So far station has not announced her last name.

Hilda Woehmeyer, WOWO secretary, scanning those attractive Yellowstone National Park folders, and thinking of going there in July.

Illinois

Station WHEP at Dubuque has taken the initiative over Western league baseball officials rescind orders placing a ban on the broadcasting of games in Davenport, Ia., and Rock Island.

New England

Lillian 'Buddy' Perrin, who is one of the DeMars Sisters, took advantage of the first two days off she's had in six months to visit her old pals at WEEI, where the trio was organized. The girls have been busy with programs on NBC and at WOR and WTIC, and with theatre engagements in and around New York. They recently made a movie short with Phil Sney.

Charlie Piceman, Yankee net sales manager, was a delegate to the Democratic Pre-Primary Convention at Worcester last week. The web had quite a delegation to the convention city for the meeting which they aired in its entirety. Dick Grant, editor-in-chief of the net's news service, and Linus Travers covered the microphones. Joe McEllitt, State House Reporter for the service, covered on that angle, and William McMaisters, conductor of the daily 'Municipal Forum' period, also observed.

WEEI figures that by the end of June the station's 1934 for the first six months of 1934 will be 46.5% ahead of that in the first six months of 1933.

Andy Jacobson and his orchestra opened at the Somerset's new Terrace Garden. Andy expects a WNAC-WAAB line soon.

Two announcers and one production man at WEEI are out with ear trouble, and wondering who local radio editor will be the first to make the obvious wisecrack.

Ted Hanson's music at Nantasket this summer.

Ben Bickford, WNAC control operator, back from an 18-day vacation. He drove nearly 7,000 miles, with Denver and Yellowstone park the objectives.

Maurice 'Red' Downer, popular with Vermont radio listeners, has joined Don DeForest's orchestra as vocalist.

Montgomery Ward & Co., and the First National Stores are two chain organizations now using WDEV, Waterbury, Vt., for advertising.

Joe Cirali and his orchestra are being sponsored on WSYB, Rutland, Vt., by the Anes & Braves Co.

Summer advertisements on Vermont stations include such things as overalls, second hand automobiles and speedboats.

Morning broadcasts at WDEV, Waterbury, Vt., are now using a variety of bird songs.

Fred Thoms, Hitherto city staffman, new radio ed of Bridgeport 'Times-Star' to succeed Rocky Clark, who today (18) premiered as official listener of operation 'Post.'

Bridgeport public school music broadcasts, now ended for season, brought 800 children to WICC microphone since January. Catherine E. Russell, supervisor, staged the programs.

Minerva Flous of Fred Allen's NE Commercial visiting the landlady in Bridgeport.

Jay Ray and Eddie Begley, members of the disbanded WTIC Playhouse, are assisting in WTIC production work.

Now vacationing at his Maine lodge, Rudy Vallee will do a single one-night stand with the Connecticut. (Continued on page 61)

Pure Oil's WSM Show

Nashville, June 18.

Pure Oil Company has signed a 26 weeks contract with WSM to present a half-hour variety show each Thursday night at 8:30 beginning July 5th. Line-up will change somewhat as the weeks roll by but for the present a summer-time revue, 'Pure Oil Reveals' is the ticket. Cast includes Marjorie Cooney and Bobby Tucker, known as 'Twenty Flying Fingers,' playing two pianos; strong ensemble headed by Alvin Masteen; John Lewis, concert baritone; Margaret Ackerman, soprano; Claude Sharpe, tenor; Christine Lamb, contralto; Valma Dean, blues singer; June Moody, popular singer; the 'Tolene Trio,' composed of Jack Shook, Nap and Dee.

Block and Sully Set

Block and Sully go on the Ex-Lax show, permanently commencing Sept. 24. Fleischmann-Vallee has the team booked for Thursday (21) but released them from the one-time date at the long commercial's request.

Before starting on the other job, Block and Sully go to Hollywood for Radio Pictures' 'Treasure Hunt.' They're due to report on the Coast July 15 for the picture, but will play a week (29) at the Fox, Detroit, on the way out.

San Jose Take-Over

San Francisco, June 18.

Ralph Brunton has made several new appointments at KQW, San Jose, which he bought a fortnight ago and made a link of his two-station Northern California Broadcasting System.

Joy Storm, previously with KEX and KJR in the northwest, has been named production manager, and Lena May Leland musical director. Dudd Williamson, ex-Tom and Dudd, NBC harmony team, spotted as announcer, all three to function in San Jose.

Other staff and exec appointments are expected at KJBS, Frisco, where Brunton has returned San Melnicos after previously putting him in charge of KQW.

Pick KDKA Boss?

Managers of the NBC owned and operated stations gathered yesterday (Monday) in the web's Radio City quarters for their monthly meeting.

New manager for KDKA, Pittsburgh, may be named during this meet. William Hedges, who formerly headed this station, is now on NBC's stations relations staff.

KHJ ADDS MARSHALL SOHL

Los Angeles, June 18.

Marshall Sohl, tenor, formerly with KJR and KOMO, Seattle, has been put on staff by KHJ.

He has been spotted on several of the station's and the De Lee chain programs under his own name and on the Bank of America broadcast as 'Donald Shannon.'

Wade Lane is off the station's tenoring staff.

Mexican Govt. Uses Air

Mexico City, June 13.

Government has inaugurated half-hour semi-weekly broadcasts of national and states statistics through station XEFO here.

First time Mexico has used the air to distribute official data.

Cop Announcer's Suicide

Kansas City, June 18.

Kenneth W. Ritter, police radio, announcer and dispatcher, ended his own life with a pistol shot through the heart, Thursday. A quarrel with his wife and mother-in-law preceded his action, it is reported.

Ritter had been radio announcer for KGPE, the Kansas City police radio station, for two years.

Bradley Kincaid, WGY singer, is now peddling, over the air, the sixth song book of Kentucky Mountain ballads which he has completed since he started broadcasting over WLS, Chicago. New tome—he has sold more than 100,000 booklets—carries pictures of Bradley, his family and scenes of his native state, in addition to a group of old-time numbers.

WIRED WIRELESS IN HOLLAND BY GOVT.

The Hague, June 10.

Postmaster General's Department in Holland intends to supply radio-fans with wired wireless. Neither municipalities nor private enterprises do this.

Subscribers to get choice between four programs which they can choose by turning switch. Distribution via telephone wires.

Folies, \$22,500

Chicago, June 18.

Take for the Folies Bergere at the French Casino last week tagged \$22,500. It was the show's initial stanza here.

Spot housing the French extravaganza was formerly tagged the Rainbo Gardens.

Regular Politician Beats John Henry for Congress

Omaha, June 18.

John Henry, manager of Omaha studios of KOIL-KFAB and candidate for congressman in the recent Iowa primaries, is back at his desk as voting returns eased him out in favor of the political stand-by.

Henry now confines his speaking to microphone, and with growing popularity of his 'More About Radio' daily talks, plans to be installed in his executive office and now broadcasts daily from his desk.

Will Aubrey Thrice Weekly

San Francisco, June 18.

On July 1 NBC will give the selectors to its nightly variety show, Night Court, on KFO with Will Aubrey m.c.-ing as 'Judge.' Frolic will be trimmed from five to three nights weekly, Monday, Wednesday and Friday, with every producer on the staff getting one crack at the show.

'Variety' Says:

"STILL IS A FINE PERFORMER . . . HE IS ESPECIALLY BLESSED IN THE MATTER OF A VOICE"

BERNARD GRANVILLE

With Lou Kaplan orchestra, Al-fran Gigi, Patricia Leeds, Vaughn de Leath

30 Mins.

Sustaining

WOR, Newark

Artist bureau of WOR uses this half hour interlude to showcase his talent and solicit club, banquet, party and other bookings. Bernard Granville officiates as m.c. and chief personality of the half-hour.

Granville has been, and still is, a fine performer. He is especially blessed in the matter of a voice. It's a fine, deep, masculine larynx. Nature improved through years in musical comedy and upon the legitimate stage. Granville was a star not many semesters ago. His salary was at or near four figures. So he had to be good. And that poise and authority he now brings to radio where seemingly, if he can find a salable program idea to use as a vehicle, he ought to find a niche.

In particular it would seem that Granville's voice would be ideal for the sales plugs on some of the deluxe shows where a persuasive manner and ingratiating personality are musts.

Land.

BERNARD GRANVILLE

RADIO
WOR ARTISTS
BUREAU

Production
MAX HART

The World's Most Powerful Broadcasting Station

presents

COUSIN BOB AND HIS KINSFOLK

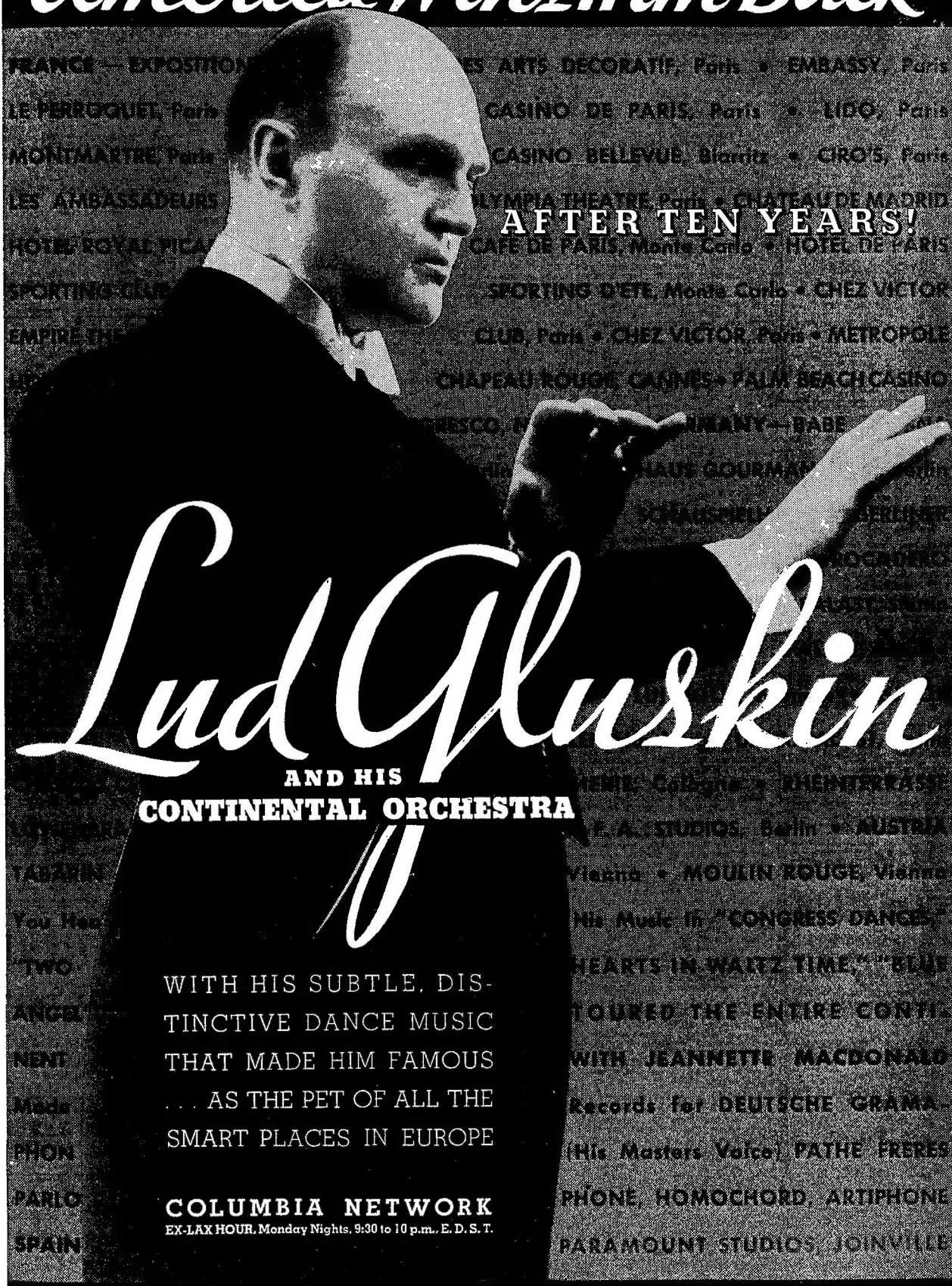
This recent feature added to the schedule of WLW, is unquestionably the most outstanding radio attraction of its type now on the air. The wide variety of talent included in the cast of this production is amply sufficient to afford several consecutive hours of thrilling entertainment. Cousin Bob and his Kinsfolk is available for commercial broadcasting.

From the sound of footsteps
to a symphony orchestra . . .



talent and production facilities cover
the gamut of radio entertainment. . .

America Wins Him Back



FRANCE — BOOSTRON — LES ARTS DECORATIF, Paris • EMBASSY, Paris
 LE PERROQUET, Paris • CASINO DE PARIS, Paris • LIDO, Paris
 MONTMARTRE, Paris • CASINO BELLEVUE, Biarritz • CIGOL, Paris
 LES AMBASSADEURS • OLYMPIA THEATRE, Paris • CHATEAU DE MADRID
 HOTEL ROYAL PICA • CAFE DE PARIS, Monte Carlo • HOTEL DE PARIS
 SPORTING CLUB • SPORTING DIET, Monte Carlo • CHEZ VICTOR
 EMPIRE THEATRE • CLUB, Paris • CHEZ VICTOR, Paris • METROPOLE
 CHAPEAU ROUGE CANNES • PALM BEACH CASINO
 FRESKO, Berlin • MANY — BADE
 CHAUS GOURMAN
 SCHAEFFEL
 BERLINER
 MOGADO
 LAST SEIN

AFTER TEN YEARS!

Lud Gluskin

AND HIS
CONTINENTAL ORCHESTRA

WITH HIS SUBTLE, DISTINCTIVE DANCE MUSIC THAT MADE HIM FAMOUS
 ... AS THE PET OF ALL THE SMART PLACES IN EUROPE

COLUMBIA NETWORK
 EX-LAX HOUR, Monday Nights, 9:30 to 10 p.m., E. D. S. T.

GERMANY — COLONIE • THEATRE KASS
 P. A. STUDIOS, Berlin • AUSTRIA
 Vienna • MOULIN ROUGE, Vienna
 His Music In "CONGRESS DANCES,"
 HEARTS IN WALTZ TIME," "BLUE
 TOURED THE ENTIRE CONTI
 WITH JEANNETTE MACDONALD
 Records for DEUTSCHE GRAMA
 (His Masters Voice) PATHE FRERES
 PHONE, HOMOCHORD, ARTIPHONE
 PARAMOUNT STUDIOS, JOINVILLE

New Business

HARTFORD
 Noxon, Inc., fifty-two daytime announcements NBC local sales. Placed direct. WTIC.
 Wise Smith and Company, department store, Hartford, four evening announcements. Placed direct. WTIC.
 Ben Hawthorne, three hours weekly for 13 weeks. Placed direct. WTIC.
 Garber Brothers, furniture store, three one-quarter hour musical programs. Placed by Gross Agency. WABC.
 Allyn theatre, Hartford, Connecticut, Hollywood gossip, advance publicity and promotion on forthcoming films and music. Placed by M. H. Hammer agency. WTIC.
 Capitol Motor Car Company, series of day and evening announcements. Placed by Gross Advertising Agency. WTIC.
 M. Blumenthal and Company, specialties store in Connecticut and

Massachusetts, 13 times on Women's Bazaar. Placed direct. WTIC.
 S. D. Chamberlain and Sons, packers, eight quarter-hour musical programs. Placed direct. WTIC.
 Highland Ice Company, 13 times on Women's Bazaar. Placed direct. WTIC.
 Manchester Chamber of Commerce, five daytime announcements. Placed direct. WTIC.
 Southern New England Ice Company, 13 daytime announcements on Women's Radio Bazaar. Placed direct. WTIC.

BOSTON
 I. J. Fox Co., 52 half-hour programs, starting July 15. Through Alfred Rooney Co., Boston. WEEL.
 Oak Redemptive Corp., 52 five-minute programs, starting June 12. Through David Malkiel, Boston. WEEL.
 General Baking Co., 20 announcements in Evening Events Periodic, started June 11. Through Batten, Barton, Durstine & Osborne, Boston. WEEL.
 Dodge Brothers, six announcements in After Dinner Revue, started June 11. Through Ruthrauff & Ryan, New York. WEEL.
 Yeastite Products, Inc., nine announcements in Evening Tatler, started June 18. Through Radio Broadcasting Co., Boston. WEEL.
 W. L. Thompson Co., 155 five-minute programs, starting June 25. Through The Doremus Co., Boston. WEEL.
 Cape Cod Steamship Co., 48 announcements in Evening Tatler, started June 7. Through Kenyon Advertising, Inc., Boston. WEEL.
 H. Traiser & Company (Pippin Cigars), 156 participations in daily Service Network News Service broadcasts, started June 6. Through The Doremus Co., Boston. WNAC.
 Gold Redeeming Corp., 32 broadcasts of late baseball scores, starting July 1. Through David Malkiel, Boston. WNAC.
 Big Bear Market, 36 daily temperature reports, started June 18. Through The Greenleaf Agency, Boston. WNAC.
 Albert K. Sheldon Co., 52 time signals, started June 18. Through David Malkiel, Boston. WAAB.
 Chrysler, 52 announcements on Merry-Go-Round, started June 11, and 5 temperature reports, started June 12. Through Ruthrauff & Ryan, New York. WNAC.

PORTLAND, OREGON
 Meier & Frank, department store, thru station, 15-m. program daily; also 25 special announcements. KGW.
 Southern Pacific Ry., thru McWilliams & Cole, six announcements. KGW.
 Western Dairy Products Co., thru Barnes Campbell, nine announcements. KGW, KEX.
 Ebbescott Laboratories, thru Kinkaid, 15 min. daily, one year. KGW, KEX.
 General Motors National Exhibit, thru Campbell Ewald, three announcements, 30 min. KGW, KEX.
 Elmore Co., thru Elmore, Constantine & Gardner, announcements. KGW.
 Columbian Optical Co., thru Gerber & Crossley, 30 announcements. KGW.
 General Motors Corp., 27 daily announcements thru Campbell Ewald. KGW.
 Ray Riggs Wine shop, thru station, 30 daily announcements. KGW.
 Bernards & Hadson, tea room, thru Mason, daily announcements on cooking school program. KGW.
 Eastern Drug Store, thru Robert Smith, 5-min. programs. KGW.
 J. A. Kraft, thru Mason, one month, announcements on cooking school program. KGW.
 Siegel Drug Store, thru station, three months, announcements on cooking school program. KGW.
 Wentworth & Irwin, Nash dealers, thru station, 25 daily announcements. KGW.
 Portland Pay Your Tax Campaign, thru station, three 5-min. programs. KGW.
 Portland General Electric Co., thru Gerber & Crossley, 13 daily announcements. KGW.
 Hayden Island Amusement Co., thru William Norvell, 21 daily announcements. KGW.
 Oregon City Woollen Mills, thru William Norvell, three daily announcements. KGW.

OMAHA, NEBRASKA
 Kerr Glass Mfg. Corp., canning jars. Began June 14, announcements twice per week for 13 weeks. Placed through Rogers-Gano agency, Tulsa, Okla. WAAW.
 Hazel Atlas Glass Co., canning jars. Announcements daily for one month, beginning June 15. Through Modern Advertising Co., Wheeling, W. Va. WAAW.
 Natural Crystals Co., Began June 17 for 13 weeks, 5 min. six days per week and 15 min. Sundays. Talent on Sundays broadcasts Walter Dinan, bass, with special announcer. Placed through Murrel Crump Advertising Co., Kansas City, Mo. WAAW.
 Brandeis Dept. Store. Announcements daily except Sunday; began June 1 and 15. Through WAAW.
 Dream Gardens, beer parlor. An-

Renewals

General Foods (Maxwell House Coffee), Capt'n Henry's Show Boat, 13 weeks, effective July 5, 58 stations on NBC's red (WEAF), Benton & Bowles, agency.
 Pillsbury Flour Mills, 'Today's Children', 13 weeks, effective June 11, 27 stations on NBC's blue (WJZ), every morning but Sat. and Sun.
 Ward Baking Co., 13 weeks, show with Josef Pasternack, James Melton and guest artists Sunday nights, 26 stations on CBS, effective Aug. 12.
 Fletcher & Ellis, agency.
 Pillsbury Flour Mills, 13 weeks, effective June 13, 'Cooking Closeups', Wednesday and Friday mornings on 19 CBS station. Through Hutchinson Advertising Co.

announcement daily except Sunday; began May 23 for one month. WAAW.
 Bapco, corn remedy, Omaha. Announcement daily except Sunday; began June 7 for one month. WAAW.
 Associated Sales Co., Yeastite breakfast food and Omar flour products. Announcement daily except Saturday and Sunday, June 4 to July 13. Through Ernest Bader & Co., Omaha. WGW.
 C. B. Brown Co., jewelers; Goldstein-Chapman, women's furnishings store; Gordon Storage Warehouse; Kibbel-Lantern; Rock Island Railroad. All daily announcements on Luella Cannam's program of the Nightingale and the Serenaders. WOW.
 Lorraine Ice Cream Co. Announcement daily except Sunday on Bea. Baxter's program. Through Bozell & Jacobs, Inc. WOW.
 Perkins Products Co., cosmetics. Five-min. transmissions, 13 times, June 18 to July 24, Tues. and Thurs. Through Scott-Howe-Bowen, Inc.

CHICAGO
 Mantho-Exmo Co., Clinton, Ill., for M-K Cold Remedy, renewed daily 50-word announcement at 11:55 a. m. for four weeks (Wade agency, Chicago).
 Ez Laz, series of three 50-word announcements three times weekly for 26 weeks (Joseph Katz agency, New York). WLS.
 United States School of Music, New York, series of 38 5-min. discs to start in Sept. (Rose-Martin agency, New York). WLS.
 Pat Brothers Co., Muncie, Ind., series of 25 5-min. talks during the Homemakers. Hour (Applegate agency, Muncie). WLS.
 Illinois Central Railroad, renewed for nine 1-min. announcements, three times weekly (Caples Co.). WLS.

NASHVILLE
 Pathfinder Publishing Co., one half hour per week on Grand Ole Opry, beginning Oct. 6 for 26 weeks (Rhodes & Leisenring Co., Chicago). WSM.
 Dodge Bros. Corp., 12 1-min. announcements, beginning June 11 to June 16, inclusive (Ruthrauff & Ryan, New York). WSM.

DENVER
 Bender's Bakery, one announcement daily two weeks. KILZ.
 Tom Botterill, one daily announcement, one month. KILZ.
 Sportland Beach Club, two daily announcements, one month. KILZ.
 Mountain Writers Association of Ill. Dealers, 15-minute transcription, two a week, 45 days. KILZ.
 Kerr Glass Co., two announcements with this month. KILZ.
 Morey Mercantile Co., six 15-minute programs weekly, one month. KILZ.
 May Company, 500 run of schedule announcements. KFEL.
 Firestone Tire Company, va announcements. KFEL.
 General Motors Dealers, 500 run of schedule announcements. KFEL.
 B. K. Sweeney Electrical Co., three announcements daily, one month. KFEL.
 Golden Eagle Dry Goods Co., 500 run of schedule announcements. KFEL.

PORT WAYNE
 Joe Delaney, starter bout four times weekly. WGL.
 Die Schmitzbank, daily recordings. WGL.
 Fort Wayne Motor Car Rental, daily recordings. WGL.
 Peter Eckrich Meat Company, daily announcements. WOWO.
 Franks' Dry Goods, three announcements weekly for 26 weeks. WOWO.
 Warner Beauty College, weekly beauty talk. WOWO.
 Saranac Hotel, Chicago, twice weekly. WOWO.
 Del Prado Hotel, Chicago, twice weekly. WOWO.
 Gentile Brewery, daily temperature reports. WOWO.
 Moorey Studebaker Company, three announcements weekly. WOWO.
 Shakespeare Tackle Company, one announcement weekly. WOWO.
 Triaga-Michael Company, of Hunt-

ington, four announcements weekly on fishing. WOWO.
 Michigan Tourists Association, spot announcements. WOWO.
 Devils Company, of Centerville, Mich., daily announcements. WOWO.
 Weno Remedies, of Pandora, O., three announcements weekly. WOWO.
 Battle Creek Health Foods, three announcements weekly. WOWO.
 Kerr Glass Company, of Sand Springs, Okla., 26 announcements. WOWO.

LOS ANGELES
 Fox West Coast, 4:45-5, daily except Saturday and Sunday, organ music from Carthy Circle theatre. KFAC.
 Fishman Motors, night baseball games. KFAC.
 Pioneer Maple Product Co. and Gio-Mo Soap, every day 3:30-4, except Saturdays and Sunday, The Chuck Wagon. KTM.
 Meghin Dance Studios, Monday, Wednesday, Friday, 2:30-3, Dick Neale, reader, Bartley Sims organist. KTM.

NEWARK, N. J.
 Vasco Sales Corp. (Tarrant's Seltzer), 15 minutes, Tuesdays, 15 minutes at night, Michael Bartlett and trio. WOR.
 Carbons Products Co. (Carbons Shoe Whitener), 10 weeks, Tuesday and Thursday noon, five minutes. 'Style Tips by Christine Ray. WOR.
 King's Brewery, 25 announcements, 13 weeks, during 'WNEW Dance Parade'. WNEW.

SEATTLE
 Crazy Wells Water Co., six quarter hour discs a week. KOL.
 United States Savings, five-minute skit each Thursday eve for five weeks. KOL.
 Chamberlain Laboratories, three one-minute and three 30-word announcements and five-minute programs per week; started June 12. KOMO.
 Seattle Citizens Emergency Relief Committee, eight five-minute talks. KOL.
 Crazy Wells, five 15-minute programs on KOMO and two on KJR per week; started June 17.
 Century Breeding Co., feature horse races remote from Longacres tracks three times a week; 'Radio Ralph', 15-minute race dope talk three times a week; June 28 to Labor Day. KJR.
 John Quinn, 'Vacation Land Review', 26 half-hour programs. KOL.
 Kenneth C. Davis, 'The Public Bench', 13 quarter-hour talks. KOL.
 MacDougall & Southwick, department store, one quarter-hour program. KOL.
 Seattle Citizens' Emergency Commission, three five-minute talks. KOL.
 Calroz, coolies, 52 announcements. KOL.
 Clauson Inc., furs, five announcements. KOL.
 Barnett Auction Co., announcements. KOL.
 Alaska Steamship Co., two announcements. KOL.

WINSTON-SALEM, N. C.
 Dr. Pepper, daily announcement for two months. Placed locally. WWSJ.
 Ideal Dry Goods Company, daily announcement for one month. Placed locally. WWSJ.
 Motor Sales Company, series of twelve announcements on price reduction on Plymouth Automobile. Placed locally. WWSJ.
 Motors Chevrolet Company and C. Disser Chevrolet Company, series of 18 announcements on reduction in price of Chevrolet. Placed locally. WWSJ.

NASHVILLE
 General Motors Corp., 27 100-hundred word announcements daily except Sunday; three each day. Placed by Campbell-Ewald Company, Detroit, Michigan. Beginning May 31. WSM.
 Chevrolet Motor Car Company, 12 100-word announcements, 3 daily, beginning June 2. Placed by Campbell-Ewald Company, Detroit, Michigan. WSM.
 A. H. Davis, Medicine Company, five one-minute electrical transcriptions, beginning June 2; June 2, 4, 6, 9 and 11. Ruthrauff & Ryan, Chicago, Illinois. WSM.
 Princess Theatre, with three quarter-hour vaudeville periods weekly, at 8 p. m. Mondays, 7:45 Wednesdays, and 7:30 Fridays. WLAC.
 Jim Raul, Chevrolet Company, nightly announcements 7 p. m. following Sports Review. WLAC.
 Cascade Plunge, daily announcements, 10:15 a. m. WLAC.
 North Carolina Refrigerator, weekly quarter hour, 7:15 Sunday evenings. WLAC.
 Loveman, Berger & Teitelbaum, one of Nashville's largest department stores, selling WLAC each month in the promotion of sales events. The plan is to literally 'sew up' the air with announcements immediately preceding and during the sales days.

NEW YORK
 Modern Food Process Co. (Thrive, dog food), starting June 11, 13 weeks, 'Dog Stories' with Harry Swan, narrator, and Charles Sorce, tenor, Monday afternoons. Through Clements Co., Philadelphia, WJZ.

NEIGHBORLY CHI NBC

Saves WGN \$15 Daily by Sharing Press-Radio News

Chicago, June 18.
 NBC has agreed to cooperate with WGN, the Chicago Tribune station, in order to save the Tribune some \$15 a day for wire charges on the Press Radio bureau news dispatches.

Thus the coin which daily goes to Western Union for transmitting the national news reports to WGN. But the station has an idea that since NBC gets the same reports that the network could save the station money by giving WGN a copy of these dispatches. NBC said okay, which was expected in light of the constantly growing friendship between the network and WGN. Station went over to the Merchandise Mart some 10 blocks away rather than going across the street to CBS-WBBM for the service.

Jack Robbins has publishing rights to 'Tip Toes', the Oscar Hammerstein-Sig Romberg musical being prepared at Metro on the Coast. Robbins took the deal away from Harms, for whom Romberg had been writing.



CHARLES CARLILE
 TENOR
 COAST-TO-COAST
 CBS

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT
 CBS
 EVERY TUESDAY 9 P.M.
 Coast-to-Coast
 Sole Direction
 HERMAN BERNIE
 1619 Broadway, New York

FRANK PARKER
 GENERAL TIRES
 NOW ON THE COAST
 NBC STUDIOS
 HOLLYWOOD

VIVIAN JANIS
 ST. MORITZ, NEW YORK
 Sole Direction
 HERMAN BERNIE
 1619 Broadway
 New York City

VERNON CRAIG
 Baritone
 7TH WEEK
 B&K ORIENTAL, CHICAGO
 NBC-WJZ, Thursdays, 2:30 P.M. CST

The Original
 Boop-a-Doop, Girl
HELEN KANE
 Will be the Guest
 Star of
RUDY VALLEE
 and
FLEISCHMANN
 Program
 (Theatre June 21
 8 to 9 P.M.)
 Station WEAF-NBC

ABE LYMAN
 AND HIS
 CALIFORNIA ORCHESTRA
 COAST-TO-COAST
 WABC-Tuesday, 8:30 to 9 P.M., DST
 (Phillips Dental)
 WEAF-Friday, 9 to 9:30 P.M., DST
 (Phillips Milk)

GRACIE BARRIE
 "The Sweetheart of the Blues"
 DELUXE THEATRES
 Sole Direction
 HERMAN BERNIE
 1619 Broadway, New York

HOTEL PIERRE
JACK DENNY
 AND HIS ORCHESTRA
 Coseco Oil Richard Hudnut
 Wed., 10:30 P.M. WABC
 WJZ Fri., 9:30 P.M.
 WJZ
 Sat., 12 Midnight Mon., 11:35 P.M.

ROY FOX
 AND HIS
 BAND
 ON TOUR
 B.B.C. NETWORK

JOSEF CHERNIAVSKY
 Personality Conductor
 icago Theatre Orchestra
 Now on Second Year
 WGN, Tuesdays, 9:30 P.M. CST

Radio Chatter

(Continued from page 58)

cut Yankees, June 27, two nights before the Pavilion Royale opening, at Roton Point park, South Norwalk.

Jimmy Lunceford combo, winding up this week at Cotton club, opens tour Sunday at Pleasure beach, Bridgeport.

Fred Waring's Pennsylvanians due June 28 at W. J. Cook's Riverside park room, Springfield, Mass.

Charles Richards has accepted a ten-week engagement with summer stock company at Sharon, Conn. Richards was with the WTC Travelers Insurance Company Playhouse Players.

Phil Becker, WTC announcer, has been transferred to the sales department.

Ozzie Schuman, trombonist of WTC concert orchestra, has turned comedian and is featured with

Harry Tighe and Mill Francis on their full hour WTC Fox Parade. Beat Bonnell, WTC, music arranger, formerly of New York, is commuting from cottage in Winsted.

Murray O'Neill and Ben Hawthorne, the latter a grandson of Mark Twain, are collaborating in the building of a full hour program, being transmitted thrice weekly from WTC, Hartford.

Florida Bishop Bowering, WTC domestic science expert, is operating her 'Mixing Bowl' program on an independent basis.

Travellia MacNabb has been made assistant to Marjorie Water in the preparation of the WTC Hartford, morning program, 'Women's Bazaar.'

Norman Cloutier and his Merry Madcaps orchestra, heard on a national hookup through NBC, three hours a week, will be heard for five hours a week, starting next month.

Pennsylvania

Marty Gregor and his Gay Paree band have switched from KDKA, Pittsburgh, to WWSW.

Howard Pence, WCAE, Pittsburgh, tenor, has a double celebration last week. Went on the NBC network day after he married Gene Llewellyn, WCAE staff pianist and member of Se-and-So trio.

Bea Jordan has replaced Alyce Martin as staff colliet at WCAE, Pittsburgh.

Bridgeman Family Sextet is back on WWSW, Pittsburgh, after a long absence.

Freddy Mack for two weeks and then Paul Pendarvis on KDKA, Pittsburgh, from William Penn hotel, following Dick Fidler.

Mrs. Libby Heller back home in Pittsburgh after a Chicago visit with her son, Little Jackie Heller.

There's a report about Pittsburgh that Claude Morris, former program director at KDKA, Pittsburgh, has set himself for dramatic role at NBC.

Paul Mason, ex-WCAU maestro, into Walton Roof with 15-piece band and CBS wire.

Philly radio men take an early altay march as Pete Woolery with Helen Barrett, and Don Pearson with Carlotta Dale. Quartet are all warbling on same station.

Conrad Thompson in Philly for the golf matches.

Bob Mack signing for a summer minstrel show at the Steel Pier, Atlantic City.

Larry Tate is having manager trouble.

Arthur Bryan skimming the asphalts with Wayne Cody in his 40th week at WPI as the kiddies pal.

WDAS signed Florence Weiner, comely 'Miss Philadelphia,' for a cosmetic show.

John Crego, vet radio commercial man, has returned to WKJC, Lancaster, to take another pass at spot announcing with The Old Schoolmaster and His Radio Classroom. It's an old dodge—a half-hour program with assorted sponsors, but it pays its own freight and keeps the station's schedule fairly clear of spots.

Viking Tenor, mystery man of WGAL, Lancaster, Pa., continues to keep his identity in the dark, despite his long radio experience. Romantic ballads are his meat, and his audience is well filled out with ladies. He's good for a score of letters a week asking no more than 'Who are you?' He has a fair voice, but it's the mystery business which helps him hold his 8 p. m. spot on WGAL.

WGAL's dramatic laboratory is back on the air after a spring lay-off of a couple of months. Functioning under title of Studio Players, the group pulls ambitious talent and gives them a chance in front of the mike in half-hour plays. Leads are alternated so all get plenty of line.

Chk Grey of WGAL, Lancaster, is doing a three-way since station changed wave-length. He's handling control panel in addition to announcing and warbling. Mike installed in control room so he can do all three at once.

Iowa

Ray Harrison, community sing leader, last with the Hollywood studio of Warner Bros. again on the air at KSO, Des Moines, Iowa, heading 'Singing Under the Stars' Sunday night, community sing at Sylvan theatre under sponsorship of the Ungie Baking company.

KSO, Des Moines, has a new studio orchestra. Under direction of Warner Bros. formerly general musical director for A. H. Blank theaters. Personnel includes many formerly with the Paramount stage band, as follows: Ray Lawson, Don Hovey, Fred Libbers, Harry Prosper, Porter Melton, Marion Rice, Ernie Mitchell, Oliver Leonard and Harold Morgan.

Ray Harrison, formerly with Warner Bros., directing the 'Singing Under the Stars,' Sylvan theatre, Greenwood park, for KSO.

Gitta Gradova, guest artist, Real-Silk Silken strings program over KSO and KWCR.

KSO perfected statewide organization for primary election returns. Sponsored by Colonial Baking Co. George Lampman, former KSO continuity head, now manager and publicity man for Bernie Lowe's orchestra at Terrace Park Casino, Lake Okoboji.

Hal Sheridan, manager, KSO, took a big radio show out to the new veterans hospital.

Joe Hanahan and Craig Lawrence flew to Omaha to escort Edward Kobak to Des Moines, where he was guest of honor at dinner extended by KSO and KWCR executives.

Charlie Flagler, KSO, operated for throat ailment and to vacation this summer via automobile.

WSU, Iowa City, Ia., University ether outlet, will broadcast daily, 9, 11 and 2, three classroom lectures on the short story, music and child development. Not scheduled Saturday or Sunday.

There'll be no broadcasting of Western league baseball games under the name of the Iowa membership of the organization.

Hits Davenport and Rock Island stations, tentative plans having been made to broadcast details of the games on schedule.

Tennessee

Jimmie Gallagher joins the staff of WWSN, Nashville, with 18-piece band. Jimmie and his boys will be heard several times each week on dance programs and special productions.

Al Stansland is vocal, while Neil Owen and Buddy Gray are novelty singers. Petito Brescio, formerly with KFI, Los Angeles, and Fox theatre, 'Prisco, is arranger and violinist. Gallagher replaced Francis Craig orchestra for the summer.

Lasses White has written a number of parodies on popular songs, among them being 'Frankie and Johnnie' which he has turned into a patriotic song featuring President Roosevelt and Vice-President Garner.

Lasses and Honey now at Chicago World's Fair having a short vacation from station WSM.

Jack Shook with WSM and scheduled five times each week, twice in solos and three times with Zeke Clements and his Broncho Busters. He hails from Joplin, Mo., and has been in radio a little more than five years.

Vaudeville on the Air, now heard three times weekly over WLAC, Nashville, carries the listener back to the state of the Princess theatre for 15 minutes.

A WLAC listener took upon himself the task of testing the relative popularity of programs heard over this station through the placing of more than 2,600 ballots in the hands of Nashville radio owners. Results of the poll showed the Sports Review to lead the entire field, a fact which isn't at all surprising inasmuch as the Vols are far out ahead in the Southern League pennant race.

Harold Culver has returned to the WLAC Nashville staff, appearing each morning at 9 o'clock on a program sponsored by Sears, Roebuck & Co., singing from this store's own studio.

Lasses White and Honey Wild returned to WSM, Nashville, from a trip to the Chicago World's Fair. Lasses said that the only thing he did not see while at the Chicago fair was a nudist camp.

North Carolina

T. E. Laney, Monroe, N. C., newspaper man, press agent for the Wingate college quartet, Melody Mates, is booking the group for a full show of music and comedy in their home state. The group, composed of M. S. Morgan, A. B. McCroskey, W. L. Cates and W. H. Reedwood, made its debut over WBT, Charlotte, N. C., some time ago.

Charles Crutchfield, announcer for WBT, Charlotte, N. C., has gone to Spartanburg, S. C., on his vacation.

John Frazee, sportscaster for WSOB, Charlotte, N. C., had charge of the weekly program for the Chur-

lotte Junior Chamber of Commerce, and presented Kid Elberfeld, old time baseball star, and Jake Wade, Charlotte Observer sports writer.

Grady Cole, radio columnist for WBT, Charlotte, N. C., take his duties seriously and has a hand in plaster cast to vouch for the fact. He broke it in a static defense of his favorite candidate in the North Carolina primaries.

Sear's Sport Chat is a new program on WYNO, Asheville, N. C., sponsored by Sears Roebuck Company. It goes on each Friday at 5:45 p. m. with 15 minutes of facts about fishing, hunting, camping, hiking and sports. The concern's sporting goods are plugged. There is a 'best fish story' each week.

Lee Everett, program director for WBT, Charlotte, N. C., has just completed survey modulation and intensity for the station's new 50,000-watt transmission equipment. Tests were made at various points in the territory and Lee says he knows all about back yards—where he set up his instruments in most instances.

Mr. and Mrs. Franklin Van Scook, of Albany, Ind., are visiting Harold (Old Wayside) Brown, who conducts a variety show for shut-ins over WBT, Charlotte, N. C. Mrs. Van Scook is Wayside's daughter. She and her husband are on their honeymoon. The father and daughter had not seen each other since Mrs. Van Scook was a baby.

WBT, Charlotte, N. C., presented the music of Tommy Tucker and his Californians each night that the orchestra played for an automobile show here.

John Frazee, skipper for the Early Risers club, WSOB, Charlotte, N. C., couldn't depend on alarm clocks and telephones bells to get him to the studio at 7 o'clock a. m., so recently he's been sleeping in a lounge at the studio.

Winners in the Georgia School of the Air music contest, sponsored by the Georgian American, Atlanta, newspaper, stopped at Charlotte, N. C., June 15 for a program over WBT. The party was en route for Washington and a week's stay there. The musicians and singers were chosen from the public schools of Georgia.

Carl Zomar, who conducts an advice program similar to The Voice of Experience, has gone commercial on WBT, Charlotte, M. C. Klein, composer at Atlanta, Ga., signed him for a series plugging Papadine, a stomach remedy.

Crazy Crystal company of the Carolinas, using a two-and-a-half hour Saturday night barn dance has cut this to one hour show for the summer months and has rented a local auditorium in which to originate the program for WBT.

Lightning struck the antenna at the transmission plant of WBT during a furious storm at Charlotte recently, smashing the insulation and letting the antenna fall to the ground.

Alabama

Empire and Paramount theatres, owned by R. B. Wilby, advertising on WSPA.

Walter Graham, from WSPA, Montgomery, making good with Columbus, Georgia, station.

Political campaign in this state brought nice business to all radio stations. Montgomery owners reporting the best business along this line since the station was opened.

Vernon Cox, who has done quite a bit of radio work for Montgomery station has resigned.

Howard Pill, one of the owners of the Montgomery station a few years ago was general editor of the Montgomery Advertiser.

Meador Lowery, former chief announcer at the Montgomery station, with local automobile dealer as salesman.

Ohio

Nick Rose, Jr., son of Hink of the Hink and his blackcat team on WLW, Cinoy, under the eyes of big league scouts for his first basing with Miami University team in Buckeye Conference.

Margaret Carlisle, soprano on Crosey's 500,000-watt WLW, Cincinnati, had to find a blind person to read a fan letter written in braille.

Arthur Church, mgr. of KMBC, Kansas City, put in a day at WCKY, Cincinnati, last week with L. B. Wilson, prez.

Jack Berch, filling Fels soaps and Mueller macaroni via the 'nation's station,' Cincinnati, to entertain at 'grocers' outing in Orlentany Park, Columbus, O., June 27.

Ethel Pence, harmonizing with sister, Dorothea, on WLW, Cincinnati, tickled with word that Fred Waring will soon air her novelty tune, 'Wrestling with Rosie.' The Pennsylvanians' pilot was among the first to use Ethel's 'Holiday' number.

Dixie Dale reindoging at WCKY, Cincinnati, following Southern tour of one-nighters with Ralph Bennett and His 11 Aces. Wida Edwards, styled the 'So-Tired Songbird,' is warbling blues on the same station.

Mr. and Mrs. Franklin Van Scook, of Albany, Ind., are visiting Harold (Old Wayside) Brown, who conducts a variety show for shut-ins over WBT, Charlotte, N. C. Mrs. Van Scook is Wayside's daughter. She and her husband are on their honeymoon. The father and daughter had not seen each other since Mrs. Van Scook was a baby.

WBT, Charlotte, N. C., presented the music of Tommy Tucker and his Californians each night that the orchestra played for an automobile show here.

John Frazee, skipper for the Early Risers club, WSOB, Charlotte, N. C., couldn't depend on alarm clocks and telephones bells to get him to the studio at 7 o'clock a. m., so recently he's been sleeping in a lounge at the studio.

Winners in the Georgia School of the Air music contest, sponsored by the Georgian American, Atlanta, newspaper, stopped at Charlotte, N. C., June 15 for a program over WBT. The party was en route for Washington and a week's stay there. The musicians and singers were chosen from the public schools of Georgia.

Carl Zomar, who conducts an advice program similar to The Voice of Experience, has gone commercial on WBT, Charlotte, M. C. Klein, composer at Atlanta, Ga., signed him for a series plugging Papadine, a stomach remedy.

Crazy Crystal company of the Carolinas, using a two-and-a-half hour Saturday night barn dance has cut this to one hour show for the summer months and has rented a local auditorium in which to originate the program for WBT.

Lightning struck the antenna at the transmission plant of WBT during a furious storm at Charlotte recently, smashing the insulation and letting the antenna fall to the ground.

Empire and Paramount theatres, owned by R. B. Wilby, advertising on WSPA.

Walter Graham, from WSPA, Montgomery, making good with Columbus, Georgia, station.

Political campaign in this state brought nice business to all radio stations. Montgomery owners reporting the best business along this line since the station was opened.

Vernon Cox, who has done quite a bit of radio work for Montgomery station has resigned.

Howard Pill, one of the owners of the Montgomery station a few years ago was general editor of the Montgomery Advertiser.

Meador Lowery, former chief announcer at the Montgomery station, with local automobile dealer as salesman.

Nick Rose, Jr., son of Hink of the Hink and his blackcat team on WLW, Cinoy, under the eyes of big league scouts for his first basing with Miami University team in Buckeye Conference.

Margaret Carlisle, soprano on Crosey's 500,000-watt WLW, Cincinnati, had to find a blind person to read a fan letter written in braille.

Arthur Church, mgr. of KMBC, Kansas City, put in a day at WCKY, Cincinnati, last week with L. B. Wilson, prez.

Jack Berch, filling Fels soaps and Mueller macaroni via the 'nation's station,' Cincinnati, to entertain at 'grocers' outing in Orlentany Park, Columbus, O., June 27.

Ethel Pence, harmonizing with sister, Dorothea, on WLW, Cincinnati, tickled with word that Fred Waring will soon air her novelty tune, 'Wrestling with Rosie.' The Pennsylvanians' pilot was among the first to use Ethel's 'Holiday' number.

Dixie Dale reindoging at WCKY, Cincinnati, following Southern tour of one-nighters with Ralph Bennett and His 11 Aces. Wida Edwards, styled the 'So-Tired Songbird,' is warbling blues on the same station.

Mr. and Mrs. Franklin Van Scook, of Albany, Ind., are visiting Harold (Old Wayside) Brown, who conducts a variety show for shut-ins over WBT, Charlotte, N. C. Mrs. Van Scook is Wayside's daughter. She and her husband are on their honeymoon. The father and daughter had not seen each other since Mrs. Van Scook was a baby.

WBT, Charlotte, N. C., presented the music of Tommy Tucker and his Californians each night that the orchestra played for an automobile show here.

John Frazee, skipper for the Early Risers club, WSOB, Charlotte, N. C., couldn't depend on alarm clocks and telephones bells to get him to the studio at 7 o'clock a. m., so recently he's been sleeping in a lounge at the studio.

Winners in the Georgia School of the Air music contest, sponsored by the Georgian American, Atlanta, newspaper, stopped at Charlotte, N. C., June 15 for a program over WBT. The party was en route for Washington and a week's stay there. The musicians and singers were chosen from the public schools of Georgia.

Carl Zomar, who conducts an advice program similar to The Voice of Experience, has gone commercial on WBT, Charlotte, M. C. Klein, composer at Atlanta, Ga., signed him for a series plugging Papadine, a stomach remedy.

Crazy Crystal company of the Carolinas, using a two-and-a-half hour Saturday night barn dance has cut this to one hour show for the summer months and has rented a local auditorium in which to originate the program for WBT.

Lightning struck the antenna at the transmission plant of WBT during a furious storm at Charlotte recently, smashing the insulation and letting the antenna fall to the ground.

Empire and Paramount theatres, owned by R. B. Wilby, advertising on WSPA.

Walter Graham, from WSPA, Montgomery, making good with Columbus, Georgia, station.



EDITH MURRAY

The Dramatist of Song
STAR OF RADIO, STAGE
AND SCREEN
Friday, 10:45 P.M., Sunday, 2 P.M.,
CBS, Coast to Coast, WABO
Exclusive Management
CBS ARTISTS' BUREAU
Personal Representative
IRVIN Z. GRAYSON
1610 Broadway, New York City

fred allen's

WOLF SMILES
WITH
PORTLAND HOFFA
JACK SMART
LEWIS DELMORE
LIONEL STANDEE
MINERVA RIGGS
BILLY DOUGLAS
LENNIE HARRISON
FOURDOLARS
Material by Fred Allen and Harry
Tugend
Management Walter Batchelor
Wednesdays, 2-10 P. M., D. S. T.
WEAF

LEO REISMAN

PHILIP MORRIS
WEAF, Tuesday, 8 P.M.
BRUNSWICK RECORDS

THAVIU
AND HIS ORCHESTRA
At "STREETS OF PARIS"
Century of Progress
WGN NIGHTLY
Inquiries Solicited

"The Singing Lady"
IRENE WICKER
4th Year for W. K. Kellogg Co.
All Material by Irene Wicker
Music by ALLAN GRANT
N.B.C.—WJZ 5:30 Daily

On the Air
On the Road



PURE-OIL

Every Saturday, 7:30 P. M.—WEAF

STARRING

RICHARD HIMBER

AND HIS RITZ-CARLTON ORCHESTRA
With Joey Nash



STUDEBAKER

PRESENTS

THE CHAMPIONS

WITH

RICHARD HIMBER

AND HIS RITZ-CARLTON ORCHESTRA

With Joey Nash

WABC RADIO TO COAST—TUESDAY, 9:30 P. M.

OUTLAW BRIBERY AGAIN

Inside Stuff—Radio

Ogden Reid, editor of the New York Herald Tribune, generally regarded as the leading Republican daily in the United States, has refused to submit any facts or proof to the Federal Radio Commission which requested such evidence following a Herald Tribune editorial that the Democratic administration has converted the radio into an organ of propaganda for the NRA and that the licensing power held over stations has, in effect, been used as a weapon to suppress anti-NRA comment. Simultaneously with the publication on page one of Monday's (18) Herald Tribune of Reid's letter refusing to furnish facts, the paper, also on page one, began the first of four articles attacking the workings of the FRC and the set-up of the new communications commission. Chicago Tribune, also Republican, has also been lambasting the FRC.

Some months ago the NRA threatened to embroil the entire broadcasting-advertising business in a quarrel with the Federal government. Most of the maneuvering on both sides never came out. That a group of big industrialists and financiers were putting NBC and CBS in an embarrassing position was undeniable, through the possibility of the networks having, in a pitched battle, to choose between the government, with its licensing power, and the radio advertisers, with their big budgets. It gave some of the more imaginative radio executives cold chills.

WMCA and WNEW, both in New York, are by way of being rivals. The latter station, since going on the air some months ago, is competing for about the same type of accounts that WMCA goes after. In this connection a girl assistant to an official at WNEW found herself unwittingly the cause of a half-serious protest from George Storer, WMCA head, to Milton Blow, WNEW boss.

Through the innocent agency of a friend the girl, Betty Glenn, was offered and accepted a better job at WMCA than she had at WNEW. Former station denied any raiding of personnel.

President Franklin D. Roosevelt was the first notable to use WGAL's new crystal microphone. When the President stopped in Lancaster after his Memorial Day address in Gettysburg, staff men of the Lancaster station battled Secret Service men for the right to board the train and pick up the address. It was a short argument, with the radio boys coming out on top.

Broadcast was handled by Eddie Gundaker, Posey and John Bowers.

CKY, Winnipeg, earned ill will by a recent mystifying stunt. Couple of weeks ago there appeared in the local dailies an ad calling for tenders for a new Radio Transmitting Station at the Manitoba Agricultural College grounds, Winnipeg, for the Manitoba Telephone System. The name of John E. Lowry, commissioner of phones, appeared at the bottom of the ad. Tenders were to be received until last Thursday (14), and then, it was said, someone would receive a nice fat contract for about \$100,000 worth of construction work for the new 15,000-watt transmitter of CKY.

Came the day for opening of tenders. Lowry was out of town so it was postponed to Friday (15). He arrived and told the newspapers, who had been giving CKY good news space for a couple of weeks on the report that CKY would be the most powerful station in Canada, that it's all off. Lowry got quite peeved at the idea that he had anything to do with the calling of tenders, etc. Says that reports they were planning new transmitter in the immediate future were all wrong.

"It may come in the near future," he says, "but nothing has been decided officially. The information was never given out through our department." Lowry, however, did not deny that he had issued instruction for newspaper ad calling for tenders, but said that Alex. Melville, architect, was the man who had called for tenders. He might have been partially instructed by me," Lowry admitted feebly.

The architect was the lad who tipped off the newspapers a couple of months ago, telling them it was "straight" and that they should give it big play.

All firms who submitted tenders for the job, with accompanying cheques for five per cent of their estimates, got the cheques back in their mail Saturday (16).

Most unusual pub and ad backing up of a commercial radio artist is the Hearn department store in New York devoting a sizeable portion of its daily display ads to Harry Hershfield whom Hearn has signed for a thrice weekly radio spiel on WOR. These highlight spot ads on the radio humorist probably are the largest yet accorded an ether artist.

Odd part of Hearn's ally is that Hershfield, while continuing via WOR, first built his radio rep on that station as a sustaining artist and station is owned by a department store, Bamberger's, Newark, which operates WOR.

For the first time in eight months NBC's red (WEAF) link in May grossed more in time facilities sales than Columbia. NBC altogether last month took from this source \$2,472,594, the highest May tally in the history of the web, with \$1,435,648 of this attributed to the red and \$938,734 to the blue (WJZ) loop.

Compared to May, 1933, the red link figures represents a boost of 75.8% while the upward margin for the blue came to 22%.

Indication of public's acceptance of radio as a news medium is the growing number of tips phoned into Coast stations by listeners. Crash of a plane near Los Angeles is cited as an instance. Only a few minutes after the plane fell in a hillside residence section a woman eye-witness phoned KNX. Station had reporter on the spot immediately and complete story was on the air shortly after.

MYRIO and DESHA

DANCERS

At the Stevens, Chicago, World's Greatest Hotel, for the Summer

- "Artists of the dance in every sense of the word."—New Orleans.
- "The last word in grace, beauty and rhythm."—Detroit.
- "Dancers superb and supreme."—London.
- "Fascinating, marvelous, as a dancing team."—Paris.
- "The virtuosos of the dance."—Berlin.

MPPA PACT ASKS FOR SQUEALERS

\$1,000, \$2,000 Fines on Plug Payoffs and Free Arrangements—Agreement Bans Employee Violators—FTC's Investigation Brings Matter to Head

SINGLE OPPOSITION

Music industry last week took a stiff swipe at the free special arrangements and plug-payoff evils by adopting a pact with plenty of teeth in it. For the first time in the history of the business, the music men have set out to enforce suppression of these practices through the tipoff and arbitrary fine systems.

When and if found guilty, a publisher, under this pact, will be penalized \$1,000 for the first offense and \$2,000 for the second, with the fine money collectible from his royalty divvies in the American Society of Composers, Authors and Publishers. Pledge further agrees that the informers of such violations will receive a third of the fines imposed.

With few exceptions the promulgation of the anti-bribery and free arrangements agreement got an enthusiastic reception from the trade. By the end of last week the majority of the leading publishers had put their signatures to the pact. Only one publisher had declared himself as opposed to committing himself on paper, and that is Jack Davis. Whether Jack Robbins will become a subscriber is problematical. His general manager, Jack Bregman, has forwarded a copy of the pledge to Robbins, sojourning temporarily on the Coast.

Bregman last Friday (15) voiced the opinion that he would prefer to wait until he saw how the agreement worked out before committing the Robbins Music Corp. to the covenant. His firm, avowed Bregman, had for six months maintained a firm resistance to the free special arrangement thing, serving as martyrs to the cause, and had only yielded when the company found its new releases being frozen off the air. Now that most of the publishers are faced with depleted reserves, said Bregman, they are rushing into the non-free special arrangements compact. If after a while the pledge idea proves to be the McCoy, and the trade as a whole abides by it, added Bregman, he would urge that the Robbins concern become a co-signer.

Declaration against any form of plug bribery and the penalty system contrived for the enforcement of the pledge also met with strong favor from the leading orchestra leaders around New York. Day after the pact was adopted, a telegram rectifying its terms was addressed to some 50 bandmen of major and minor standing. Several of the topline maestros opined that the suppression of plug payoffs and kindred forms of bribery will serve to curb a serious evil in their profession. With the money derived for performances from publishers, the smaller bands have been able to take jobs paying handsome under normal scale. These same leaders affirmed that the plug end of the business will be returned to the basis it belongs, and that a number will be accepted only because of its musical worth and its fitness for the particular band's standing and style.

FTC's Investigation

What brought the payoff and free special arrangements to a head, explained John G. Paine, chairman of the Music Publishers Protective Association, was a conversation he had with C. E. Klein, New York rep for the Federal Trade Commission. Klein, said Paine, had informed him that the FTC, in its investigation

Teeth in Alley's Anti-Bribery Pact

(This is the verbatim pledge which music publishers agreed to sign in a concerted move to eliminate all Tin Pan Alley subsidization.)

"We, the undersigned, in consideration of the needs of the industry of which we are a part and which we hereby acknowledge, and in consideration of similar promises and agreements and pledges being made by other members of the same industry, do hereby for ourselves pledge and agree as follows:

"We will not on and after 6 p. m. of the 11th day of June, 1934 pay, give, furnish, bestow, directly or indirectly, or in any other manner present to any performer, singer, musician, arranger, or orchestra leader, employed by another, or to their agents or representatives, any sum of money, gift, bonus, refund, cut-ins, rebate, royalty, service, favor, or any other thing or act of value in order to induce such person to sing, play, or perform, or to have sung, played, or performed any works published, copyrights or owned by us, directly or indirectly.

"We further pledge ourselves and agreed not to furnish any special arrangements to any performer, singer, musician, or orchestra leader, or to anyone designated by, representing or associated with the same, nor shall we make any such special arrangements, nor shall we pay directly or indirectly to such performer, singer, arranger, musician, or orchestra leader, nor to his agents or representatives, nor to anyone designated by him or employed directly or indirectly by him for the making of such special arrangements, nor shall we extract parts or otherwise copy such special arrangements if made, either in whole or in part, for any performer, singer, musician, or orchestra leader, or for their agents or representatives, or pay for such extractions or copies. But nothing herein contained shall be deemed to limit the right to transpire any vocal arrangement of a musical composition from one key to another.

"We further pledge and agree not to attempt in any manner or form to evade the provisions of the pledge and agreements hereinabove expressed, nor to use any subterfuge of any kind or description to subvert either the letter or the spirit of the above agreement.

"In order to make effective this pledge and agreement we hereby appoint John G. Paine our representative with full authority to investigate any violations or alleged violations of this pledge or agreement, and instruct him to appoint any judge or ex-judge of the Supreme Court or of any lower court in the State of New York or the City of New York who may be approved by the New York City Bar Association. The said John G. Paine shall thereupon lay before such appointee all evidence which he may then have in his possession and shall proceed to gather such other evidence as in the discretion of the said judge may be necessary, and the said judge when appointed shall have the sole authority to punish any violations of this pledge or this agreement. And the said judge shall, upon any finding of guilt, impose a fine of \$1,000 for the first violation of the pledge or agreement aforesaid, and of \$2,000 for each additional violation thereof, and we agree that there shall be no appeal from the decision of the said judge.

"In order to assure the payment of any such fine imposed or assessed, we further agree to and do hereby assign to the said John G. Paine any payments that may be due to us from the American Society of Composers, Authors and Publishers, or from the use of our music in synchronism or time-relation with motion pictures, or from the use of our music in connection with electrical transcriptions, up to the amount of the fine. We agree that the disposition of all fines assessed and collected shall be as follows: One-third to the person or persons furnishing the information upon which the conviction of violation has been based, and the balance to be paid into the treasury of the Music Publishers' Protective Association to defray the expense of any administration, investigation, or adjudication arising out of this pledge."

of the music industry, which included the MPPA, the Music Dealers Service, Inc., and ASAP, had unearthed the fact that the same group of men were dominating the trade's activities as directors of each of the three organizations.

Klein declared that the commission had recently received complaints of an informal nature to the effect that bribery was rampant in the music industry. "In light of everything else as found about the music business by the commission," Paine quoted Klein as remarking, "it is too bad that this bribery situation exists."

Klein added that Paine could count on the FTC's co-operation in bringing these practices to an end, but that as he (Klein) saw it, co-operation meant that the music industry would have to do something for itself.

Paine last week said that, because of Klein's intimations, it would be better for the industry not to wait until the roof came crashing down on it, and clean house immediately. His combat with Klein resulted in the calling of a meeting of the publishing trade, and it was at this meeting, Tuesday (12), that the pact as contained in an adjoining box was unanimously approved.

Publishers who made free special arrangements commitments prior to the meeting date are permitted to go through with them. It was stipulated, however, that lists of these commitments be filed with Paine and that payment to orchestra leaders or singers for such arrangements be made through the chairman of the MPPA board.

Another drastic angle of the pledge is the provision that demands the arbitrary dismissal of a publisher's employee, who, on his

own, attempts to do anything that would constitute a violation of the terms of the anti-bribery agreement. This proviso also declares that if an employee is found guilty his punishment is to be made a matter of public record, and that the penalty would be respected by every publisher, signing the pledge, even though the punishment should consist merely of his discharge. Implication is that the employee, is to be considered as banned from the industry.

Included in the province of the pledge are special arrangements made for vocal quartets or trios. Publishers are also barred from making extractions gratis. Transpositions, however, are okay.

Publishers took to broadcasters to support them in their move against performance-payoff and free special arrangements. In the rules of both the National Association of Broadcasters and the radio industry's code, there is a provision prohibiting the employment of leaders and other entertainers who accept gratuities for song performances from publishers.

Life of Jack Robbins

Hollywood, June 18.—Jerry Wald is writing a story based on the life of Jack Robbins for Warners.

With Warren William in mind to emulate Robbins, Wald is building a yarn that encompasses the history of Tin Pan Alley and the music halls for 26 years.

Jimmy Lunceford now booked by Harold Oxley.

IATSE NIGHT CLUB CAMPAIGN

ASCAP RATIFIES NEW CONTRACT

New form of contract between the American Society of Composers, Authors and Publishers and its members has been ratified by the ASCAP board of directors. Revised agreement is dated to run for 10 years beyond the expiration of the present contract, Dec. 31, 1935. New membership contracts are expected to be in the hands of the Society's members by the end of June.

Among the ASCAP directors who did not attend the ratification meeting was Saul Bornstein, of Irving Berlin, Inc., who is strongly opposed to the new contract's provisions. E. H. (Buddy) Morris, representing Witmark and Remick, was present, but declined to commit himself for the Warner Bros. publishing group.

PLAN 140-PIECE ORCH FOR CLEVELAND SPOT

Cleveland, June 18. Max Faetkenheuer, opera backer, theatre builder and former manager for Max Reinhardt, is coming out of a retirement of a dozen years to launch a 140-piece symphony-orchestra in a series of outdoor musicals at Wildwood. Experiment to consist of 75 musicians and 65 vocalists in split-week programs of opera and classical music, at a 50-cent top; with Carl Peroni as conductor.

Faetkenheuer, who managed stock at the old Euclid and Haint-north Gardens some years ago, was first to take Caruso on tour. He is now associated with Harley L. Clarke, utilities magnate, handling the Shakespearean society and opera for Clarke in Chicago.

London Disc Companies Ask Capital Reduction

London, June 10. The High Court here has been asked to sanction the reduction of capital of Electrical and Musical Industries, Inc., the Columbia Gramophone Company, Ltd., and the Gramophone Company, Ltd. The amount of the proposed reduction is over \$3,500,000, with this to be effected by cancelling that amount of \$5 ordinary shares.

Electrical and Musical Industries, Ltd., recently entered into an alliance with Marconi Company for a huge development scheme in perfecting television apparatus.

Meyer Davis and Sanford Together in Westchester

Yankee Davis, who is in with Bobby Sanford on his Hudson River Day Line show boat, will operate the Westchester County Centre, former Civic Auditorium, White Plains, N. Y. Davis will install one of his band units in the converted outdoor beer garden and Sanford may put on a small floor show.

Davis and Sanford may also be in on the Sam Salvin-Irving Sherman Sun and Surf club, Long Beach, L. I. which opens shortly. Leo Reisman was in and out as the name band attraction after the maestro wanted the room decorated according to personal specifications, which brings Davis into the picture, although Salvin insists on a big name for the danceplace.

Ben Oakland is writing some special tunes for Baby Rose Marie, who opens at the Steel Pier this Saturday (23) for a run of five weeks.

Joe Orlando is among the writers in Billy Rose's Music Hall.

Niteries Cool Off

roadway niteries are featuring their cooling plants like the theatres to keep nocturnal trade in town and away from the roadhouses. The hotel roofs always have a seasonal advantage, but the Hollywood, Casino de Pares, Simplan, Paradise and others now have installed artificial refrigeration.

Casino de Pares is going to add boxing and wrestling matches to the entertainment.

Actor Has Tire Grief; 15 Minutes Later He Hears It Told on Air

Hollywood, June 18. 'Hollywood on the Air' has stooges at various cafes and picture parties on Sunday afternoon and evening in order to tip off program handlers as to which celeb is where and why.

Stooges telephone the broadcasting station up to within a few minutes of the ethering in order that an announcer can go on the air and ostensibly broadcast from that spot that, so-and-so is here with so-and-so.

One of the stooges is the negro butler of a male star. Last Sunday the servant called in and stated he had a telephone message from his boss to the effect that on returning from Laguna with a certain femme star the actor had had a blow out which necessitated his fixing the tire on the roadside—and therefore would be late for dinner.

Fifteen minutes later the actor, his tire fixed, tuned in the car radio on to the 'Hollywood on the Air' broadcast to hear that he had just fixed his tire and was on his way home, etc.

Music Notes

Cafe Chantant opened Saturday (16) on the Hotel Montclair, New York, terrace, with Joe Catour at the head of the string ensemble, Dave Gardner presiding over the floor entertainment and Rita Bell doing a pianolog.

Morton Downey returns to the Chez Paree, Chicago, July 17; for another five-week stay.

Billy Hill now negotiating with British International Pictures about writing a score. Deal would include his doing a bit in the musical.

Frank Albert, head of F. Frank Albert, Australian publishing firm, and Louis Bernstein (Shapiro, Bernstein & Co) last week straightened out mutual accounts of five years standing.

Ina Ray Hutton will do the fronting for the Melodores, Irving Mills' all-girl band. Frazee Sisters are also being added.

Joan Abbott has taken a warbling assignment with the Joe Venuti unit.

Duke Ellington's tour will take in the Penn, Pittsburgh (22), Paramount, N. Y., Loew's State, Providence, and Loew's Orpheum, Boston.

Paramount has assigned Herbert Fields, 'Ichard Rodgers and Lorenz Hart to supply the libretto, music and lyrics for 'Mississippi,' which will feature Lanny Ross and W. C. Fields.

Ray Kavanaugh band set for Felix Ferry's 'Monte Carlo Follies,' opening in M. C. July 28, which George Hale will stage.

Club Lido, Ashbury Park, N. J., is offering six acts of vaude, a line of 24 girls and the Ralph Kircl dance combo. Floor affair was staged by Jack Miller.

Ben Oakland has finished a waltz symphony, 'Valse Negra,' for Robbins Music Corp. Paul Whiteman will include the manuscript in his next Carnegie Hall concert.

1ST ORDER FROM PREXY BROWNE

New President Starts Employment Campaign by Going Into Cafes—Both Stagehands and Picture Machine Operators for Front and Back—Minimum Scale Around \$40

A.F.L. BACKING

June 18. Employment figures among the stagehands and motion picture operator groups of the IATSE should shortly jump to prosperity numbers, following the decision of George Browne, new IATSE president, to secure jobs for the members in nite clubs and taverns.

This will be the first act of the new International president. Organizing will start immediately to put either a stagehand or an operator in every one of the thousands of taverns and nite clubs throughout the country in which performers are being used as entertainment.

Nite clubs have been getting around the necessity of putting men to work by using automatic spotlights and lobster-scopes to light their talent on the floor shows. The new IATSE ruling is that these mechanical devices come under the American Federation of Labor charter to the International and that a man must be employed to operate these machines. The IATSE bases its claim of right to such employment on the precedent set by the American Federation of Musicians, which has placed union musicians in radio stations to operate the radio disc turntables. If all musical devices come under the charter of the A. F. of M., the IATSE believes that all theatrical lighting and stage equipment devices must necessarily come within the purview of the stagehands and operators unions.

All lighting devices from the front of the entertainment must have a member of the operators union on the job, while all lighting and stage devices behind the entertainment must have a member of the stagehands union. This takes in drops, curtains, etc.

Low Minimum

IATSE has not yet set up its wage scale for such jobs, since the new president has been in office but one week. But it is understood that the minimum will be considerably lower for niteries and taverns than it has been for theatres. It is figured that the basic scale for taverns will be about \$40 a week due to the short hours at night and the lower revenue possibilities of the beer spots. The IATSE prexy, Browne, is taking precautions not to work hardship on these small taverns, the object being the securing of additional employment opportunities for the members.

Browne, who has already received notice of full cooperation from the governing council of the American Federation of Labor, from the Federation of Musicians, and it is expected that the performers will come through with 100% backing through the American Federation of Actors. Also in the picture from the union co-operation angle is the Walters Union.

Merge Union Meetings

Utica, June 18. Otto C. Bergner, Musicians' Union delegate to the state convention in Kingston, reported at the local's meeting here that the plate organization had decided to merge with the New Jersey group in conducting two meetings each year. Next session is slated for October in Rochester.

On His Own

Rudolph Friml, Jr., is representing the Stoddard-Bell Electrotone Co., although having ambitions to emulate his famous dad as a composer. Boy has a flock of tunes, but Friml won't help him, telling him it's a good idea to be on his own.

Eastman Music Head Asks Gov't Financing For Symphs, Opera

Potsdam, N. Y.,

Symphony orchestras and opera companies should be financed by direct government subsidization or by a federal act on radio, Dr. Howard Hanson declared in an address here. He is director of the Eastman School of Music in Rochester.

In regard to the levy on radios, Dr. Hanson would have the revenue given to the broadcasting stations in proportion to the power of the station, with the stipulation that such money should be used for the formation of local symphony or choral and opera companies. He said that in the United States there are now only 13 professional symphony orchestras, and only one permanent opera company.

GEORGE FOX'S CABARET LEGIT FOR CLEVELAND

Cleveland, June 18.

George Fox, assistant manager of Robert McLaughlin's stocks Ohio, is taking over the old Music Box cafe and patterning it after Hollywood's Gay Nineties. Scheme is to give it the glorified glamor of an old-time honky-tonk, including such things as hostesses in crinoline gowns, a blond singer, Kate singer during intermissions and table services during performances.

Douglas MacPherson has been optioned to head the company in the first show, 'The Drunkard,' followed by revivals of 'The Black Crook' and 'After Dark.' Shows are scheduled to start at 9:00 and run to 10:30, after which a troupe of Barbary Coast entertainers will put on old-time revue of their own. Atmosphere is being further carried out by a Silver Bar run by Billy the Kid and 'Frisco Kate's Music Hall under the same roof. Fox himself plans to do a master of ceremonies act, costumed as Tony Pastor and singing weepy old ballads.

Fox's cabaret-theatre, labeled the Barbary Coast, is scheduled to open around July 8 with a \$1.25 top for seats. Theatre only has a capacity of about 250. With low overhead and aside of revenue from beer sales and incidentals, Fox figures it should pay.

FIORITO'S PRESS BOOK

Believed to Be First of Kind Issued for a Band Outfit

Los Angeles, June 18.

First complete press book believed ever to have been issued to assist in selling a band outfit has just been completed by the Hillman-Shayne Agency for Music Corporation of America on behalf of the Ted Fiorito combo. Book is of regulation pictu. c. press book size, done in four colors, and carrying two pages of 'press material, a double spread of ad copy, page of exploitation ideas, page of accessories available, and front and back cover devoted to general sales talk.

This is first of a series to be prepared by the agency for MCA bands and attractions.

JAY WHIDDEN SPOTTED

Hollywood, June 18.

Closing at the General Motors show in the Ambassador Auditorium, Jay Whidden takes his band to the Deauville Club in Santa Monica, opening June 22. Deal set by MCA.

SPA Gives Folio 3 Months More; Dealers Say Nix

As far as the writers are concerned, the Music Publishers Protective Association may continue putting out nickel song sheets for another three months. Permission to this effect was voted at a meeting of the Songwriters Protective Association's council last week. Initial okay on the MPFA's folio deadline had been obtained from the writers three months previous.

Strong opposition to the folio idea was voiced at the SPA gathering by Benue Russell. He questioned the authenticity of a survey on the folio situation, which had been submitted by a firm of 'commercial counsellors' to the MPFA, and scored the writers for their readiness to sell their birthrights without first making a thorough inquiry into the facts.

Figures that are in sharp variance with those advanced by the MPFA have been compiled by the Richmond-Mayor Music Corp. This jobbing firm sent out 1,000 questionnaires to learn how the music dealers felt about the MPFA folio, and of the 249 replies received last week, 66% were opposed to the lyricsheet proposition. Expressing the opinion that the folio decreases the sale of the regular sheet music copy were 165 dealers; 67 declared that the verse compendium boosts the sale of song copies, while 27 others were of no opinion, or said that they knew nothing about the MPFA folio.

ALESHIRE MOVES TO LORD & THOMAS, CHI

Chicago, June 18.

Ed Aleshire shifts from the local Blackett-Sample-Hummert agency to Lord & Thomas on July 1 to head their radio department as client contact.

It is expected that Aleshire will concern himself in large measure to negotiations with potential radio clients. Lew Goodkind figures to remain in active charge of the talent and production of the Lord & Thomas shows.

Robbins' L.A. Rep.

Los Angeles, June 18.

Robbins Music Co. is first publishing house to have a Coast rep to deal direct with studios on synchronization rights. Jack Robbins, head of the music concern, has appointed Abe Meyer, Hollywood synchronizer, to the position. Under the new arrangement, Coast studios can now arrange for syncing rights to any Robbins numbers by dealing with Meyer.

Wampas Shrine Song

Hollywood, June 18.

Ann Ronell has written a Baby Star anthem to be used by the Wampas proteges both at the Minneapolis Shrine convention and at Chicago where the Babes are due to put on a show under direction of LeRoi Prinz. No definite title for the song set yet.

Wampas will plane Prinz to Chicago from Minneapolis in advance of the Babes, while latter will have to jump from Shrine to Chi. between midnight and nine o'clock of June 22 for rehearsals.

ASCAP DONE WRONG

Hollywood, June 18.

Operators of cafes and beer gardens are named in complaints filed in federal court by American Society of Composers, Authors and Publishers. Copyright infringe

NIGHT CLUB REVIEWS

BEAU RIVAGE

Sheepshead Bay, N. Y., June 14.
A new show headed by the Rooneys, Pat and Pat, Jr., opened here Thursday night to a heavy gate and appears just the ticket down in this neck of the Greater New York woods. Place, one of the finest shore dinner emporiums around the town, was opened May 16, but after a month of the initial show it was decided to bring in a new one, and staged by Pat Rooney and including talent that's tops among places of this kind, either out this way, up in Westchester, or elsewhere.

The Rooneys alone suffice to insure that the floor entertainment is led by talent the punch of which has never been questioned. Widely known for many years in vaude and on the stage, this is a name act that not only stands for box office but clean showmanship as well. It has never been said that a Rooney had to get dirty in order to be punchy.

At the opening the show ran a little long, one hour and 20 minutes, but withal it was pretty fast and amusing. In addition to the Rooney

act the floor holds Janet Reade, a songstress of established charm and registry; Bert Gilbert, an m.c. who has a little more in his rep. than just an introductory flair; trio of Fields, Smith and Fields, slapstick turn; Helen Shaw, hot singer-dancer, and Winifred Greenough, a topnotch soprano.

On paper this lineup looks like a strong vaudeville show. It could have been a unit that would have gone places when units were going places, and on the Beau Rivage floor, one of ample size, it plays to real results.

The Rooneys, with Miss Reade, were out with a unit show not so long ago. Pat and his junior doing the same routine here as with that show. Balance of the lineup was rounded up by Rooney for the revue here, however, including a line of 10 girls, all of whom are close to the point where they can step out as specialty dancers.

Miss Greenough was brought in at the eleventh hour to substitute for Senorita Enriqueta, the prim originally set. The substitution leaves nothing to be desired, regardless of what the Senorita may have offered.

One of the highlights of the proceedings is the comedy song number by the m.c., Gilbert, 'On the Shores of Sunny Far Rockaway,' done in a laugh-getting Yid dialect. He has a lot on the ball, this lad. Show is strong on dancing, what with the Rooneys, Miss Shaw, the line girls and the occasional flashes of the Fields-Smith-Fields trio.

Beau Rivage, which is whipped by the nearby ocean breezes, is one of the coolest retreats around, deals out a big-time shore dinner for two dollars, with accompanying service that helps to make an evening there a pleasant one. The drinks start as low as 40c, and are of quality.

Place is attractively decorated for summer business, the whole scheme suggestion coolness. Moreover, there is plenty of room, both for dining comfort and dancing. No cover

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only chain stations are listed as indicators of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
I'll String Along.....	26		
Little Man, Busy Day.....	25		
Sleepy Head.....	23		
All I Do Is Dream.....	22		
Eyes Wide Open.....	21		
Love Thy Neighbor.....	20		
Easy Come, Easy Go.....	19		
Cocktails for Two.....	17		
Love Go Wrong.....	16		
Far Too Well.....	16		
Thanks for Lovely Eve.....	16		
May I.....	14		
My Shawl.....	13		
I Ain't Lazy.....	13		
Wish I Were Two.....	13		
Rollin' Home.....	13		
Beat O' My Heart.....	13		
Little Red Barn.....	12		
Had My Moments.....	12		
Moon Country.....	12		

charge at any time, but there's a minimum on Saturday nights of two dollars.

Music of the Beau Rivage orch sweet and hot, as the occasion demands. Never too brassy, yet has the makings for the hotter of the fox trot numbers.

Char.

Spanish Terrace, Balto.

Baltimore, June 13.
Hung in the burg's acknowledgment swankiest hostelry, the Belvedere, this outdoor niter has been a click from start. Used to be an exceedingly popular class rendezvous in the ol' days, but was camphored all during prohib years.

Is located at rear of ground floor of hotel, out on an abutment a story-and-a-half above street level. Rectangular affair, seating about

300, with raised dancing dais in room-center. At the doors and trimmings are of red and yellow, patently to atune with the spot's tag. On clear eves, sky is roof, but an undulated canvas top can be pulleyed across to protect terrace in event of rain.

No floor show. T. Worth Murphy's ten-piece muskling aggregation, which has long enjoyed prime popularity in Md. top-drawer circles, furnishes the fandango fodder. Ork seems to have declined musically in past year, but still suffices.

No covert, but wine and flicker prices are stiff. Food, from hotel's kitchen, excellent. Place has been packing 'em in since start. On nite visited a shoe-horn needed to squeeze way in.

Old Town Hall, Denver

Denver, June 12.

The Old Town Hall is something that grew on Denver and the place is packed most every night. Prices, which started at 30 cents and were soon upped to 75 for five nights and \$1 on Saturday and Sunday, proved no drawback, and apparently egged the populace to storm the place. The first Saturday night the place went to \$1 over 500 were turned away, with police being called to handle the crowd.

Located across the creek, in the old part of Denver, society are convinced they are slumming, and get a wallop out of it judging from the noise they make. The management invites them to applaud, hiss, boo, and they do so with a vengeance.

Spot opened six weeks ago with 'Ten Nights in a Barroom.' The crowds entered into the spirit of the thing, but the management made the mistake of pulling it after three weeks and substituting 'Uncle Tom's Cabin.' Crowds stopped booing or hissing (and refrained from ordering so much to drink and eat), so 'Uncle Tom' lasted just two weeks. Now they're playing 'The Villain Still Pursues Her' or 'Dot, the Miner's Daughter,' and it has plenty of melodrama.

With seating capacity about 300, and 47 on the payroll, the revenue from the gate is limited. Food and drink are reasonably priced for a spot such as this, and they could charge more and get it. But they're playing for repeat business, and probably are ahead in the long run. The orchestra, togged in red firemen's uniforms, 'They can and do play modern tunes for the dancers, but get into the tiny sound of the old-time bands at times just to prove

CALLING ALL TRAPPERS; KNX TELLS 'EM WHEN

Hollywood, June 18.

A fur trading company is buying time on KNX here in order to keep trappers in Alaska posted as to the day they can expect representatives of the comp in their territory to buy skins.

Before radio was utilized for this purpose the calls of the fur buyers were haphazard, due to the difficulties of communication and transportation in the frozen stretches.

Realists, that the trappers' only tie-in with the outside world for months at a time is the radio, the Charles Goldstein Co., of Juneau, Alaska, has contracted for time on the 50,000-watt KNX here to go on the air every Friday night with a commercial announcement that is in the line of a sales talk to the trappers as to the services rendered by the Juneau company and prices paid, etc.

Plus this is a last-minute itinerary of the various traveling representatives so that the trappers know when to expect the buyers traveling by snow shoes and dog sleds.

WLAC, Nashville, representatives Columbia Broadcasting System and attend the meeting of the Commercial Division of the National Association of Broadcasters include F. C. Sowell, Jr., production manager; Roger Sweet, commercial director, and David Binns, chief engineer.

they can. Dancing for 15 minutes between the acts helps perk up the appetites, too.

Kaye Andre has a voice that is peculiarly adapted to the songs she sings. She is presented between acts and sings 'A Bird in a Gilded Cage' and other old-timers. Singing waiters all have handle-bar moustaches.

Beer, wines and sandwiches are served. Posters of years ago adorn the walls. Tables seating four, six and up fill the floor space, leaving but a small spot to dance.

Louis Hellborn, former manager of the Orpheum and Denham, is the boss, and the continued crowds prove he's done a good job. 'The Villain Still Pursues Her' will run indefinitely.

Rose.

Golden music from the

"GOLDEN GATE"

that's what you get from Cliff Williams and Jim Walsh and their orchestra currently at the Mark Hopkins Hotel in San Francisco and broadcasting via N. B. C. Hear them play "All I Do Is Dream of You"

"I've Had My Moments"

"Sleepy Head"

"Thank You for a Lovely Evening"

"Hot Dogs and Gaspar-ella"

"A Thousand Good Nights"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

WON'T YOU COME IN AND SAY HELLO TO A NEW FIRM?

POLLACK MUSIC PUBLISHING CO.

745 SEVENTH AVENUE, NEW YORK CITY

OUR CATALOGUE

"Gettin' Set for Saturday Night"

"True Love Never Dies"

"Old Times"

"I Found the Same Old Corner"

(but not the same old gang)"

"I Gotta Have Love"

Orchestra Leaders and Radio Artists

- the music publishers have pledged themselves to stop every form of free special arrangements and other performance bribes.
- heavy fines will be imposed on publishers for violation of this pledge.
- employees of publishers attempting bribery or offering special arrangements are subject to arbitrary dismissal.
- informers of violations of this pledge leading to conviction are to receive substantial share of fine imposed. all information will be held confidential.

COMMUNICATE INFORMATION TO

JOHN G. PAINE

CHAIRMAN OF THE BOARD

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION

1501 BROADWAY

NEW YORK CITY

TELEPHONE CHICKERING 4-7431

Copyright 1934, R. T. Reynolds Tobacco Company



BILL CUMMINGS, WHO FOUGHT OFF a fast field of daring drivers to take the 500-mile classic at the Indianapolis Speedway. Press wires flashed: "Cummings, after stretching himself, first requested a cigarette." It was a Camel! For Bill is a Camel smoker of 12 years' standing, and knows that smoking a Camel gives you a quick "snap-back" in energy.

TRY THIS EXPERIENCE

in increasing energy quickly when worn out!

If you have ever tried to clock 300 or 400 miles in one day's drive you can imagine the terrific output of energy a racing driver crowds into "the 500" at Indianapolis.

As Bill Cummings said himself after the race:

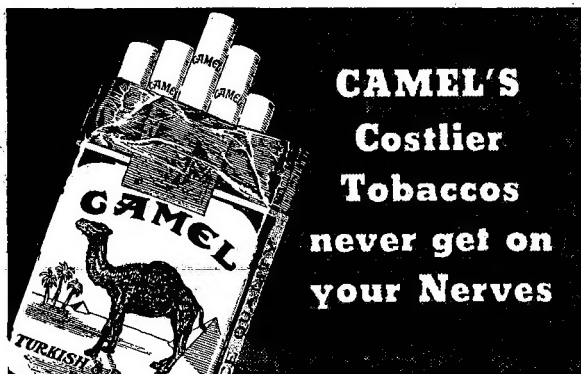
"33 drivers started the Indianapolis Classic this year...scorching the bricks over that 2½-mile track. For 200 grueling laps...nearly 5 hours of it...we kept up the blistering pace. I had to average 104.863

miles an hour, the new world's record for 'the 500'...sometimes hitting it up to over 2 miles a minute...to win. 4 hours and 46 minutes of this wrings the vitality out of a man and you can bet that I felt pretty well played out at the end of the race. My mechanic and I turned to Camels for the first luxurious smoke that always chases that tired feeling away. Any time I'm 'all in' I know that Camels will give me a 'lift' in energy. I smoke them steadily, too, because I know

that Camels will *never* jangle healthy nerves."

This "energizing effect" in Camels, long recognized by Camel smokers, has recently been studied and confirmed by a famous research laboratory in New York. It is harmless, refreshing.

You'll *like* Camels—a matchless blend of costlier tobaccos. You can "get a lift with a Camel" as often as you wish. Camels never get on your nerves, no matter how many you smoke.



**CAMEL'S
Costlier
Tobaccos
never get on
your Nerves**

● Camels are made from finer, **MORE EXPENSIVE TOBACCOS**
—Turkish and Domestic—than any other popular brand

**"Get a LIFT
with a Camel!"**